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PUBLISHER'S BINDING

All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

VOL. 84, NO. 1 NEW YORK, U.S.A., TUESDAY, JULY 1, 1958 TEN CENTS

EDITORIAL

Caring for Our Own

By Sherwin Kane

THE inspirational force of a visit to the industry-supported Will Rogers Memorial Hospital and Research Laboratories at Saranac Lake, N. Y., is one of the memorable experiences of the annual inspection visit of the hospital's board of directors and their guests.

This is especially true of those making their first visit to the well-equipped and maintained hospital in its picturesque Adirondack Mountain setting, and was attested to in the course of the visit over the past weekend by such guests of the directors as Barney Balaban of Paramount Pictures, Spyros Skouras of 20th Century-Fox and Jack Kirsch, Midwest exhibitor leader.

They and many others who saw the hospital for the first time last weekend gave eloquent testimony to the impression it had left with them and assured their listeners that from this point on they, too, are workers for Will Rogers Hospital.

•

But the work of the hospital, which includes not only the care and treatment of the tubercular of the entire entertainment world, including members of the immediate families, but also extensive research in the area of preventive vaccine and the treatment of new areas of lung disease, requires an ever-increasing amount of financial help.

It cannot depend solely on the limited number who can be included in the annual visits, and upon their labors.

Even now, consideration is being given to adding hospital accommodations for asthmatic children and to the admission of patients from the entertainment industry overseas.

•

The broadened base of industry support for the hospital is essential.

Efforts to enlist the TV and radio industries are in prospect, but there are many areas of film and theatre operation that are not yet, but should be, active participants. This is especially true of theatres that are not showing the hospital campaign trailer nor taking up audience collections.

It is to these that those who know the story of Will Rogers Hospital must address themselves first in the months ahead.

Lone Chance For Tax Relief

From THE DAILY Bureau

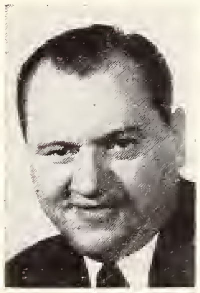
WASHINGTON, June 30. – With the bill extending corporate and excise tax rates now on the statute books, the Congressional tax spotlight now swings to several other tax measures.

The Senate Finance Committee, it was learned, hopes to take up within the next two or three weeks a House-passed bill to make dozens of technical changes in the excise tax laws. This could become the vehicle for the next Senate floor fight on excise rate

(*Continued on page* 2)

Says 'Vikings' Heads For Box-office Record

William J. Heineman, vice-president of United Artists in charge of distribution, predicts "The Vikings" will crack all grossing records in the history of the industry with the exception of "Gone With the Wind," "Around the World in 80 Days" and "The Ten Commandments."



Wm. J. Heineman

With a large book tabbed with colored ribbons – the records of other United Artists pictures—and columns of figures in front

(*Continued on page* 4)

High Court Ruling Upholds Local 47

Dismisses A. F. of M., Film Company Appeals on Payments from TV Sales

By J. A. OTTEN

WASHINGTON, June 30—The Supreme Court today gave a victory to a group of film industry musicians in their dispute with the American Federation of Musicians and major film and record companies.

The high court dismissed appeals by the AFM and the companies from a California Supreme Court ruling that would in effect require payment for work on phonograph record and films sold to television to be made directly as wages to the musicians rather than to a union charitable trust.

The AFM had joined forces with

(*Continued on page* 6)

On Inside Pages Today

Ricketson Outlines Plan for Future: page 3
Leon Roth Mirisch Vice-President: page 2
William A. White Dies: page 3
Trans-Lux to Produce Series for TV: page 6

Ezell Resumes Drive-in Operation; Buys More

Special to THE DAILY

DALLAS, June 30.—Claude C. Ezell, Texas showman, has come out of semi-retirement to resume active operation of his original circuit of 30 drive-in theatres and has purchased an additional circuit of eight drive-ins.

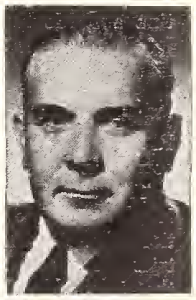
Ezell and Associates, Ned Depinet, Sam Dembow, Jr., Eph Charninsky, Albert H. Reynolds and Dowlen Russell, owned and operated the Bordertown circuit of 30 drive-ins until 1955

(*Continued on page* 4)

Nixon Honors Skouras And Film Industry

Special to THE DAILY

WASHINGTON, D. C. June 30.—Spyros P. Skouras, 20th Century-Fox president, was honored today by the motion picture council of the District of Columbia at a luncheon attended by vice-president Richard M. Nixon, who paid tribute to the film executive as a "great leader of the motion picture industry and a great humanitarian."



Spyros P. Skouras

Nixon said, "The motion picture industry is stronger than ever, in spite of television." The vice-president declared that the film medium was the

(*Continued on page* 4)

Rogers Hospital Annual Meet in New Bid for TV-Radio Aid in Fund Raising

(Pictures on Page 5)

SCHROON LAKE, N. Y., June 30.—A proposal to explore new means of bringing television and radio interests into the fund-raising machinery for the Will Rogers Memorial Hospital at Saranac Lake, N. Y., was placed before the annual meeting of the hospital's board of directors at Edgewater Motel here on Saturday.

The proposal was made by Harry Goldberg, advertising-publicity director for Stanley Warner Theatres, who was appointed chairman of a committee to develop the idea further by R. J. O'Donnell, hospital board chairman. Also appointed to the committee were Harold Hoffman, executive secretary of the Screen Actors Guild, East, and J. Edward Shugrue of the hospital administration staff.

Goldberg told the board that past efforts to enlist TV and radio, whose

(*Continued on page* 4)

Television Today Page 6

PERSONAL MENTION

JOSEPH R. VOGEL, president of Loew's, Inc., has returned to New York from Rome.

•

JOHN C. FLINN, Allied Artists advertising publicity director, will leave Hollywood at the weekend for New York.

•

NAT D. FELLMAN, head film buyer for Stanley Warner Corp., has left New York for Rome.

•

HAL WALLIS has returned to Hollywood from New York.

•

JEROME CHODOROV, screen writer will leave here today for London via B.O.A.C.

•

LEW DAVIDOFF, district manager for the A. M. Ellis Theatres in the Philadelphia area, is hospitalized there at the Einstein Medical Center.

•

MRS. EDWARD LEWIS, wife of the vice-president of Bryna Productions, has given birth to a daughter at Cedars of Lebanon Hospital, Los Angeles.

Kings, DCA Sue to Bar RKO Foreign Suspension

An injunction to restrain RKO Teleradio Pictures from discontinuing its sales operations in major foreign countries is sought in an action filed in New York Federal Court yesterday by King Brothers Productions, Inc., and Distributors Corp. of America.

The suit charges breach of contract to distribute the plaintiff's films in Great Britain, Italy, Germany, France, Australia, Brazil, Venezuela, Argentina and Mexico. It seeks to restrain RKO from consummating the arrangement, announced last week, with the J. Arthur Rank Organisation under which the latter would take over RKO's distribution rights in these countries.

The plaintiffs contend that they entered contracts with RKO for distribution of their pictures in foreign countries only after RKO had advised them that it would continue its distribution abroad until at least December, 1959.

Peck Not Cooper

An interview with Herbert Bayard Swope, Jr., producer of 20th Century-Fox's "The Bravados" in Motion Picture Daily yesterday inadvertently identified the star of the picture as Gary Cooper. The star, of course, is Gregory Peck.

Sophia Loren to Guest At 'Key' Bows Tonite

Columbia Pictures' "The Key" will have twin American premieres here tonight at the Odeon and Fine Arts Theatres, with Sophia Loren, one of the stars of the picture, attending both performances.

At the Fine Arts Miss Loren will be honored by the United Nations High Commission for Refugees. The actress will be so honored because of her success after her childhood had been adversely affected by World War II.

At the Odeon Miss Loren will take part in ceremonies in which the American Merchant Marine Institute will present a scroll to Admiral Edmond Moran in recognition of the men who served on the rescue tugs in World War II. Leading naval and marine officials will be among the many celebrities at the Odeon ceremonies.

Hammons to Produce 'Educational' Again

Earl Hammons, once the dean of comedy producers and whose Educational Films helped launch such stars as Buster Keaton, Larry Seamon, Bing Crosby, Lloyd Hamilton, Bob Hope, Danny Kaye and Shirley Temple, plans to reenter production.

Hammons, who deactivated his Educational Film Company 15 years ago when double features eliminated the short subject as an important source of screen entertainment, announced here that with a group of associates he plans to produce about a dozen 30-minute comedy shorts annually, as well as a feature film, "The Sea Above Us," said to be in preliminary stage of production.

"The roadshow picture may well spell the doom of the double feature," said Hammons, "and I feel the time has once again come when theatregoers will appreciate selective quality comedies on a program. Our comedies were universal. There was a world-wide market for them. I think this is an ideal time to bring them back."

To Be Made for Wide Screen

The veteran producer did not name his associates in the new venture but did say that the shorts would be made in CinemaScope and other wide screen processes.

Hammons also pointed up the importance of his project by observing that "the movies' great stars nearly all came from the short subjects field. They had a chance to develop in my comedies. I was never afraid to give a talented youngster a break."

The shorts definitely will not be shown on TV, he emphasized.

Tax Relief

(*Continued from page* 1)

changes, including possible admissions tax relief.

However, Chairman Byrd (D., Va.) hopes to argue successfully that this is a technical tax bill, and major rate changes should not be included. Moreover, if this bill were loaded with rate-changing amendments, chances are it would never become law. Either the House would balk at accepting the amendments, or the White House would veto it.

Nonetheless, backers of the passenger transportation tax repeal, auto tax relief, and other excise changes are certain to try.

The Finance Committee hopes to hold no more than three or four days of hearings on the bill as soon as it completes work on the reciprocal trade extension bill.

Hearings on Small Business Bill

The House Ways and Means Committee some time this week hopes to finish work on its small business tax relief bill. Committee work is centering on more liberal depreciation allowances for small firms.

After that, the Committee is scheduled to start voting on a controversial bill to permit tax deferment on amounts self-employed persons put aside in retirement funds. The bill may come out of committee, but is unlikely to go further.

Meanwhile, tax staff experts are working to complete their report on a comprehensive technical tax revision bill voted out by the Senate Finance Committee in mid-June. Floor consideration is expected soon after the report is completed. This bill includes more liberal tax treatment of anti-trust damage awards, small business corporations, and other items.

IA in Agreement on Roadshow Publicists

A jurisdictional agreement covering the organizing of press agents and exploitation men with roadshows between New York Publicists Local 872, IATSE, and the unaffiliated Theatrical Agents and Managers Union has been reached here.

Under the terms of the agreement, motion pictures presented on a roadshow basis are to be handled by members of the IATSE local, while live productions are to be handled by the Agents and Managers group.

The settlement irons out a problem which developed some months ago, soon after the I.A. granted a charter to the New York film publicists and began an organizing drive among field men working for the distribution companies throughout the eastern part of the United States. Jurisdictional confusion arose in several instances.

Roth Vice-President Of Mirisch Productions

Harold Mirisch, president of the Mirisch Company, today announced the appointment of Leon Roth a vice - presiden of the produc tion compan and his execu tive assistant.

Leon Roth

Roth, wes coast publicit coordinator fo United Artist for the past fiv years and an in dustry vetera of 15 year standing will as sist Mirisch i all phases of th rapidly expanding production progran of the Mirisch company.

A former newspaperman, Roth ha served with United Artists in variou publicity and promotion capacitie since 1943.

Was Pressbook Editor

Following stints as pressbook edito promotion manager and assistant pub licity director, Roth was transferred t the West Coast where he set up th publicity apparatus as an arm the New York advertising an publicity department under Max Youngstein, U.A. Vice President, an Roger H. Lewis, National Director Advertising, Publicity and Exploita tion.

Roth will assume his new post wit the Mirisch Company approximatel August first.

'Indiscreet' Big at M.H

Warner Bros.' "Indiscreet," starrin Cary Grant and Ingrid Bergman, r corded $115,000 for the first fo days (Thursday through Sunday) its world premiere engagement at R dio City Music Hall. Better than $170,000 gross is estimated for th week.

'Time to Love' July 9

The dual premiere of Universal-I ternational's "A Time to Love and Time to Die" will take place at th Mayfair and Little Carnegie Theatr on Wednesday, July 9, the compa has announced.

NEW YORK THEATRE

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Rockefeller Center • CI 6-4600
CARY GRANT • INGRID BERGMAN
in
"INDISCREET"
A Warner Bros. Release
and GALA NEW STAGE SPECTACLE

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PEOPLE

Eric Johnston, president of the Mo- n Picture Association of America, sterday addressed the California roup Conference of the Investment nkers Association of America on the bject of Soviet foreign policy. The eeting was held in Santa Barbara, l.

□

J. Myer Schine, chairman of the ard, and **G. David Schine,** president d general manager, of Schine Enterises, will visit Bradley Field on July in conjunction with the opening ere of Schine Hotels' new 60-room rport hostelry.

□

Haskel Marshal, formerly special presentative for Alexander Interna- nal, a division of Alexander Film . Colorado Springs, Colo., has been med resident vice-president for erto Rico and the Caribbean, with ices in San Juan.

□

Joe Dunas, formerly office manager d head booker for Republic Pic- res in Atlanta, has joined Buena sta in that city as a booker.

□

James McCabe, who has been head ipper for Warner Brothers in Al- ny, N. Y., is now affiliated with ark Service, Inc., which inspects and ips for WB there.

illiam A. White, 60, ormer Skouras Head

A Requiem Mass will be said to- orrow morning at 10:30 at Holy mily Church, New Rochelle, for illiam A. White, former vice-presi- nt and general manager of Skouras eatres Corporation, who died of an bolism Sunday. He was 60 years l.

White, born in New York, was the n of one of William Fox's original rtners in Fox Theatres. He attended ew York Military Academy and Rut- rs University. After service in the avy in World War 1 he became as- ciated with the Fox Film Corpora- n and later was made editor of the mpany's newsreel.

Retired Three Years Ago

In 1921, after his father's death, took over management of his ther's theatre holdings and in 1932 became vice-president and general anager of Skouras Theatres Corp. e retired from these posts three years o but maintained an interest in some eatre holdings. He was a member of e Motion Picture Pioneers, a direc- r of Will Rogers Memorial Hospi- l, and one of the original members the sponsoring committee for the nual Motion Picture Industry Com- union Breakfast.

Surviving are his widow, the for- er Winifred A. Johnson; a daughter, rs. Thomas McBryde, and a sister, rs. Alan F. Daly.

Ricketson Hits Clearance, Free Tickets at NT Meet

From THE DAILY Bureau

HOLLYWOOD, June 30.—The giant, once known as the motion picture industry, will beat off "destruction gremlins" and rise again, bringing new opportunities and new prosperity, Frank H. Ricketson, Jr., general manager of theatre operations for National Theatres, stated for "Showman," the company's publication, on the eve of the circuit's national convention.

Supports Drive for Tax Relief

The NT chief urged acceleration of the program aimed at eliminating federal amusement tax, elimination of free admissions, and establishment of sound clearance schedules.

Ricketson took issue with drive-ins which have a "dollar-a-car" policy and those which admit children free.

Referring to free admissions, Ricketson pointed out that "many of the drive-ins depend entirely upon their concession sales for their profits. This is a reversal of the old saloon policy, a free lunch to sell beer. In many drive-ins now, it is a free picture to sell the lunch."

Another industry gremlin cited by Ricketson as playing havoc with patronage, "costing thousands of habit-going movie fans," is that every theatre today (in accordance with the consent decree) is entitled to pictures regardless of its standard of operation.

Cites Variance in Ticket Prices

"In many cities where there are multiple first runs, each theatre, although theatres often advertise the attraction as a group, is permitted to charge whatever prices management desires," Ricketson said. "In the same group of theatres playing the same picture simultaneously in the same city, there may be a variance in admission prices from 90 cents to $1.50.

"This nefarious industry gremlin is costing gross and prestige. Sound clearance schedules should be established and distributors should be permitted to control admission prices, even though it calls for an amendment of the consent decree."

Before the decree, before bidding, and before the acute product shortage, policies classified theatres and exhibitors booked accordingly, Ricketson asserted. Now, he concluded, "The double AA movie fan often has to go to a "C" theatre to see double AA pictures. He becomes disgusted with the environment and decides he will get his future pictures over television in the comfort of his home."

Day-and-Night Program Set

An all-day and night schedule tomorrow faces 120 delegates attending the opening of National Theatres' three-day convention at the home office.

Tomorrow morning, NT executives will hold a round-table meeting to formulate plans based on subjects discussed previous day.

Following a luncheon address by Buddy Adler at the 20th Century-Fox studios, the delegates will visit Pacific Ocean Park and tour Southern California's newest amusement park in which NT, as part of its diversification program, recently invested $1,000,000.

Delegates attending the convention will include:

National Theatres, Inc., Los Angeles: Elmer C. Rhoden, president; Frank H. Ricketson, Jr., vice-president and general manager of theatre operations; John B. Bertero, vice-president; Alan May, vice-president and treasurer; Paul F. Scherer, assistant treasurer; Irving Epsteen, vice-president, real estate and insurance; M. A. Lundgren, Howard G. Milton, T. H. Sword, Laurence A. Peters, Andy Krappman, John Hodges.

National Film Investments, Inc., Beverly Hills, Calif.: Charles L. Glett, president.

Cinemiracle, Los Angeles: R. H. McCullough, Russ Brown,

Fox West Coast Theatres, Southern California Division, Los Angeles: M. Spencer Leve, division manager; A. M. Ahlskog, treasurer; John E. Lavery, Roy Evans, Fred Glass, Ernest Sturm, Harold Wyatt, Bob Smith, Jim Bradley, Dick Smith, J. Walter Bantau, Chester Eckert, Henry L. Cox, James Dillon, Jesse H. Elliott, Gordon Hewitt, Dean Hyskell, Pete Latsis, Abe Sonosky, Dan Polier, Fred Friedman, Everett Sharp, Jack Wilson, Frank Prince, Jack Case, Emmett Shane, Paul Flowers, William Sorenson.

Fox West Coast Theatres, Northern California Division, San Francisco: William H. Thedford, Division Manager; John Klee, Louis Tavolara, George Milner, Nolan Cruise, John Nylen, Robert Bracken, Joseph Furfaro.

Northwest District, Portland, Ore.: Oscar Nyberg, Frank Christie.

Midwest Division, Kansas City, Mo.: Richard Brous, president; James J. Long, John J. Meinardi, Leon Robertson, Fred C. Souttar, Ralph Adams, H. M. Burnett, C. C. Murray, L. E. Pope, James O. Martin, C. A. Stewart.

Inter-Mountain Division, Denver: Robert W. Selig, Division Manager; Harry Green, treasurer; Ray Davis, Jack McGee, Harold Rice, William Agren, Mel G. Glatz, Jan Slager, John O. Denman, Sid Page, Mike Zalesny, Joseph Vleck.

Milwaukee District, Milwaukee: Al G. Frank, R. C. Lester.

Eastern District: Bob Bothwell, Detroit; Robert Rothafel, New York; William Moclair, Philadelphia.

. . . NEWS ROUNDUP

Connecticut Exhibitors to Golf

The Motion Picture Theatre Owners of Connecticut will hold its annual golf tournament at the Mill River Country Club, Stratford, Conn., on Aug. 12. The guest of honor at the banquet which will follow the tourney will be Alex Harrison, 20th Century-Fox vice-president and sales manager.

■

Drive-in Firm Files in Miss.

The Secretary of State of Mississippi has issued a charter to Mardoray Drive-ins, Inc., Amory, Miss., to operate motion picture theatres. Authorized capital stock is $10,000.

■

King Bros. Buy Novelette

King Brothers have purchased from Fred Schiller the story and screenplay of his "McCall's Magazine" novelette. "Ten Men and a Prayer," named by Gen. Mark Clark as one of the most powerful and spiritual war stories of World War II. Production will start shortly, with filming in its original locale on the beaches at Anzio, Italy.

■

New Orleans V.C. Picnic Set

The Variety Club of New Orleans, Tent No. 45, has slated Sunday July 27, as Picnic Day. The outing will be held at Morgan's Pool, Abita Springs, La. A committee of entertainment under George Nungesser is in charge of arrangements.

Seicshnaydre to Handle Republic in N.O. Area

Special to THE DAILY

NEW ORLEANS, June 30.—Leo V. Seicshnaydre, who has been branch manager of Republic Pictures in New Orleans from the time of the opening of the exchange in 1931, has acquired the franchise for distribution of Republic Pictures in this exchange territory. Seicshnaydre made the announcement on his return from New York recently, after the closing of the deal.

Joy Houck Vice-President

The leading associate in the business corporation is Joy N. Houck, president of Joy Theatres, who will act as vice-president, while Seicshnaydre will perform the duties of president and general manager. The new alliance will become operative, on July 5th, under the trade title of Republic Pictures.

Seicshnaydre further stated that several deals are underway for the acquisition of other top independent product in addition to Republic Pictures and its affiliated product for distribution.

Reopening of Theatre Is Paper's 'Lead' Story

Special to THE DAILY

SCOTLAND, S. D., June 30.—The reopening of the long-closed Royal Theatre here, under the new name of Scotland Theatre, became the "lead" story in the "Scotland Journal" under a full-width, page one banner headline.

The house has been reopened by James Mraz and Joe Weiland, under lease from Joe Schmidt. Scotland merchants have agreed to subsidize the theatre operators financially for one year.

Nixon Honors

(*Continued from page 1*)

Nixon family's favorite form of entertainment.

The Council honored Skouras in a luncheon at the Carleton Room of the hotel Sheraton-Carleton for "serving with distinction as a motion picture executive and as a philanthropist."

Among the celebrated guests at the luncheon, in addition to Nixon, were Perle Mesta, former Ambassador to Luxemburg; Ambassador of Greece, George V. Melas and Mrs. Melas.

Replies Briefly

Skouras, in a few brief remarks, said that the motion picture industry represented the U. S. to the world "with its faults as well as its generosity and way of life and will continue to do so—bigger, greater and better than ever."

Ezell Resumes

(*Continued from page 1*)

when they were sold to Clint Murchison Enterprises, with Ezell retaining an interest only in the Northwest Highway Drive-in, one of four the circuit owned in Dallas.

Speaking of his return to active circuit operation, Ezell said:

"I have always had an abiding confidence in the motion picture industry and regard it as one of the more vitally important industries in the world today. The modernizing and streamlining of distribution combined with production's emphasis in quality motion pictures, confirms my faith. You hear a lot of talk about the industry being on it's last legs. This is nonsense."

Home offices for Bordertown, the Lone Star circuit of eight drive-ins, and others for which Ezell is said to be negotiating, will be maintained in Dallas with Ezell as president.

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Rogers Hospital Seeks Radio and TV Aid

(*Continued from page 1*)

members are eligible for treatment at the hospital without charge, in the fund raising efforts have been made at the top executive level but without result to date. He suggested that an attempt be made to interest the talent guilds in the work on the chance that they can get results from the program and performers end. He pointed out that the story of Will Rogers and the hospital is a "natural" for TV and radio. The help of both media may be essential in time, he suggested, when the hospital's patients may be drawn from worldwide entertainment fields and its annual needs may amount to as much as $5,000,000.

Officers Reelected

As expected, the board reelected officers, headed by A. Montague, president; O'Donnell, chairman; Max A. Cohen, secretary; S. H. Fabian, treasurer, and Samuel Rosen, assistant treasurer. Vice-presidents, with the exception of Sam J. Switow, were reelected, and William J. German was named to the v-p vacancy caused by the death during the past year of Charles J. Feldman. The other vice-presidents are Harry Brandt, Ned E. Depinet, Robert Mochrie, Herman Robbins, Fred J. Schwartz, Joseph R. Vogel, Richard F. Walsh and Murray Weiss.

Added to the board of directors were Horace Adams, president of Allied States; John P. Byrne, MGM; George Eby, Variety Clubs International chief barker; Jack Kirsch, Allied Theatres of Illinois; H. H. Martin, Universal; and Ira Meinhardt, Variety Club Tent 35, New York.

Reports Presented

The annual reports of officers, covered in yesterday's issue of Motion Picture Daily, were received by the meeting, with both the president's and treasurer's reports presented with urgent reminders that despite the currently healthy fiscal state of the hospital, fund-raising efforts cannot be relaxed. Montague pointed out that with the Hospital Salute and audience collections being held concurrently last year for the first time, the Salute results declined, presumably when industry members felt their own contribution was less important in view of their work on the audience collection.

Montague reminded that such is not the case; that every industr member is expected to participate i the Salute, whereas the audience collection provides the opportunity fo the public to participate.

Rosen reported that hospital cost are up and that improvement and expansion needs must be provided fo He said many important exhibitor around the country are not participating in the audience collections an urged the field representatives present to help bring them in.

Praise from Jack Kirsch

Following a report by M. A. Silver, exhibitor chairman, that onl Pittsburgh, Philadelphia and Nev York areas met their quotas in th last fund drive, Jack Kirsch recommended that the hospital's work b better publicized in the field. Pointin out that he was making his first visi to the hospital, Kirsch said he ha been enthused by what he had seen However, he said, few exhibitors outside the East have had the opportunity to get the hospital's story firs hand. He recommended that mor field representatives in exhibition b named, with area chairmen for mor compact territories which are no well organized at present.

O'Donnell referred the suggestio to the executive committee.

Thomas Rodgers, oo-chairman o the Junior executives committee fo the hospital, reported that plans fo making the committee national i membership are being developed, together with new activities for fund raising.

Velde Pledges Cooperation

Continued cooperation of the distribution committee was pledged b James Velde of United Artists, deputy chairman in the absence of Ale Harrison of 20th Century-Fox, wh is in Europe.

Depinet reminded that basicall the fund-raising entails salesmanshi and that showmen are good salesmen "We should be able to take the jol in our stride," he said, and assure exhibitors that the public does no object to audience collections.

Charles Kurtzman of Loew's Theatres, Boston, also emphasized th need for selling the campaign an urged a greater effort by all. Distributors, he said, shpuld instruc their branch managers to give th campaign their maximum cooperatio

O'Donnell Recalls Charles Feldman

O'Donnell paid a tribute to the lat Charles Feldman of Universal an Al Lichtman of 20th Century-Fo who had been strong supporters o the hospital. He also lauded Murra Weiss, hospital vice-president, for h administrative and supervisory worl and thanked Herman Robbins an sons, Alan, Burton and Norman, fo their noted hospitality in providin the facilities of their Edgewater Mot for the annual meeting. Those prese also gave a standing vote of thanl to the Robbins, whose guests the were from Friday to Sunday afternoon.

'The Vikings'

(*Continued from page 1*)

of him he made his prediction after what he described as a "cross-section" showings in 46 spots in the United States and Canada. The "cross-section" included some drive-ins.

Forty-six showings in 39 cities varying from one day to 18 days as of Saturday, June 28, have rolled up a total gross of $701,206. These figures are running so far ahead of "Trapeze," Heineman states, that he predicts the total may go to $10,000,000. "Trapeze" grossed $7,000,000.

As a contributing factor to the final week of the first half of the year, the picture boosted the total gross of the company to $2,428,374, a new one-week record. "The Vikings" is being shown on a continuous run basis. For the July 4 week-end there will be 325 bookings and within two weeks another 400 engagements will be on the books. These are being made as fast as prints can be delivered.

Points to Family Groups

Parents and grandparents with groups of children are boosting the afternoon trade tremendously, Heineman states. The teenage attendance also has been heavy. The picture was timed carefully to take advantage of the closing of schools.

In Salt Lake City, where the production was tested in three spots, including a drive-in the one-night gross was 3,627. Grosses in the Astor and Victoria, New York, have run up to $109,105 in the former and $88,730 in the latter in 18 days.

Some of the other high spots have been: Miami Theatre, $17,508 in five days; Gateway Theatre, Fort Lauderdale, $13,257 in five days; Palms, Detroit, $25,609 in five days; Stanley, Baltimore, $13,332 in five days; Trans-Lux, Philadelphia, $14,284 in five days; State-Lake, Chioago, $118,800 in 14 days; Radio City, Minneapolis, $28,727 in ten days; Wilshire, Los Angeles, $45,289 in ten days; Golden Gate, San Francisco, $26,826 in five days; Odeon, Toronto, $13,401 in three days; Penn, Pittsburgh, $11,767 in three days; Palace, Montreal, $11,818, three days.

"It's a healthy sign for the business," says Heineman.

Wyler Sues Goldwyn Over 'Best Years'

From THE DAILY Bureau

HOLLYWOOD, June 30.—William Wyler seeks $408,306 in a suit against Samuel Goldwyn and Samuel Goldwyn Productions, based on an alleged understatement of grosses on "The Best Years of Our Lives." The suit, filed today in Superior Court, asks for an accounting and declaration of rights. Wyler claims he was signed in 1939 to an exclusive-service contract by Goldwyn, with 20 per cent of the net profits from any film he directed, earned during the five-year period after American release, plus additional payments out of reissue. He claims the film grossed more than 15 million dollars by 1951, and that the defendant issued an understatement of profits by approximately two million dollars.

Sherwood Payment a Factor

Wyler further claimed Goldwyn gave Robert Sherwood, screenwriter of the film, five per cent of the net profits, charging it to production.

Will Rogers Hospital Revisited

Valued, respected, and leading executives of this industry each year travel more than 200 miles to inspect, appraise, and in substance rededicate the industry's enduring and important charity—the Will Rogers Memorial Hospital, at Saranac Lake, N. Y. This they did last weekend, donating their selves and their talents to a cause in which they believe

spital meeting: Ned Depinet welcomes the delegates

Spyros Skouras, below, gives his impressions

for Barney Balaban, Kenneth Hargreaves, Skouras, it was their first visit

[*M. P. DAILY pictures*]

Not merely the hospital was host: Herman Robbins of National Screen entertained the delegates. At his Edgewater Motel they convened again, relaxed and reflected. Above, top, Johnny Murphy and Jim Velde; center, Sam Rosen talking; lower, Jack Kirsch. At the right, directors Moe Silver, Murray Weiss, Ned Depinet, Mr. Rosen, hospital president Abe Montague (speaking), Bob O'Donnell, fund executive Ned Shugrue, Max A. Cohen.

Theatre TV Set for Heavyweight Title Bout

TelePrompTer, which handled the theatre telecast of the Robinson-Basilio return bout, will also handle the closed circuit telecast of the Floyd Patterson-Floyd Harris heavyweight title match on Aug. 18 in Los Angeles, it was disclosed yesterday.

Supreme Court

(*Continued from page 1*)

CBS, NBC, Loew's, Republic Pictures, several record companies, and others in making the appeals. The appeals were fought by some 3,500 members of AFM Local 47.

In June, 1955, the agreements then in effect with the AFM were amended to discontinue all payments to musicians for music used on records and films sold to TV, and instead to make these payments to the trustee of a New York charitable trust created to educate the public to appreciate music and thus stimulate the hiring of musicians. The Local 47 members challenged this, and won in the lower court. The AFM and the companies then took the case to the California Supreme Court, arguing that the case was invalid since Samuel R. Rosenbaum, the trustee, lived in New York and did not appear in the case.

14th Amendment Cited

The California Supreme Court, however, said California law permitted the assumption of jurisdiction over Rosenbaum, and upheld the lower court ruling. The AFM and the companies then appealed to the high court, contending the state court had disregarded the 14th Amendment in permitting jurisdiction over Rosenbaum.

The Supreme Court dismissed the appeals today in a brief two-line statement, giving no reasons. It noted Justice Douglas had taken no part.

The court today wound up its 1957-58 term, quitting until October. It already has three film industry cases waiting action then: the Eagle-Lion case, involving the extent to which the Paramount case judgments can be used by plaintiffs in private anti-trust suits as prima facie evidence; an appeal by American broadcasting- Paramount Theatres, challenging a New York court during that court permission must be obtained before a divorced circuit can reacquire divested theatres to replace other theatres destroyed or commercialized; and a case questioning whether Beacon Theatres, a San Bernardino, Calif., drive-in operator was entitled to a jury trial of its anti-trust suit against Fox West Coast.

No Decision on AB-PT Appeal

The court has already agreed to rule on the Eagle-Lion and Beacon cases, with argument due sometime this fall. It hasn't yet said whether it will review the AB-PT appeal.

Levine Signs Hurok To Present 'Tosca'

Martin Levine, associated with the Brandts, has retained S. Hurok to give to "Tosca"—which he bought from Italy and is his own venture—the imprimatur of esthetic authority, fashion, and glamor.

Levine will distribute, and Mr. "Hurok will present." Levine will sell, advertise, promote, and use the Hurok name. He said this was worth much but refused to say how much financially, and added, it is unique, and exclusive, and a privilege.

To newspaper and trade men yesterday afternoon at Sardi's over cocktails, he introduced the renowned impresario. Hurok ranged over a variety of subjects, cultural naturally, and as a consequence of his latest *coup* and claim to public attention (the Moiseyev Ballet), mainly Russian. He was tentative about Van Cliburn, who perhaps jumps around too much, enthusiastic about Rubinstein and Horowitz, respectful of Russian standards, and grateful of their cooperation. And pointed out, also, he works with the State Department.

Points to 'Aida'

About films, briefly: "I believe we have a greater appreciation today of things cultural. I believe we don't give enough. Last night on TV, 40 million watched the ballet. That is evidence if you give the goods there is a public for it. 'Aida' on films was seen by four million. I still get checks for it. Don't let anyone tell you TV has hurt. Nothing can hurt something that is good.

"What is my role? My name—and that means dollars."

Levine will open "Tosca" early October at The Normandie, and there and in other cities run it so long as feasible, reserved-seat. It is Italian, in CinemaScope, Eastman Color, and reportedly cost $2,000,000.

Elect L. J. Barbano Screen Gems Director

Louis J. Barbano has been elected to the board of directors of Screen Gems, Inc., television subsidiary of Columbia Pictures Corporation.

Mr. Barbano is financial vice-president of the parent company and is also a director, chairman of the finance committee and vice-president of Columbia Pictures International Corporation.

Identified since the early 1920s with Columbia and motion picture financing, Mr. Barbano began his business career with the commercial paper firm of Bond and Goodwin.

Tenn. Theatre Burns

NASHVILLE, June 30.—The Court Theatre, Loudon, was destroyed by fire with loss estimated at $70,000. No one was in the theatre at the time and the cause has not been determined. The owners have not stated whether the ten year old building will be replaced, but it is believed locally that it will.

Television Today

Felix the Cat Returns — Trans-Lux to Produce $1,175,000 Series for TV

Trans-Lux Television will invest approximately $1,175,000 in the production of a series of 260 four-minute Felix The Cat color cartoons, Richard Brandt, president, announced here at a trade conference yesterday.

The series, which goes into production here this week, is being produced by Felix The Cat Productions, Inc., headed by Pat Sullivan, nephew of the creator of the original series in 1919. Trans-Lux Television, which is providing complete financing, will have all rights to the films in perpetuity.

Marks Entry to Production

Brandt pointed out that with this move Trans-Lux Television, which has been a TV film distributor for some time, now enters the production field. The first bloc of 52 films, on 35mm film and Eastman Color, is expected to take nine months to complete. Although designed for the U.S. TV market, there is a strong chance some of them will be distributed theatrically abroad.

Richard Carlton, Trans-Lux sales vice-president, said that initial attempts will be made to sell the series nationally. They are being made so that each block of three films tells a complete story, thus permitting a flexibility in programming, Carlton explained. The company aims to have the series on the air before the end of 1958.

A number of the original Felix The Cat animated cartoons, silent films made between 1919 and 1929, have been distributed to TV by Official Films. However, Brandt said, the TV contracts for these expire in 1959, and because of the color and sound in the new series they could hardly be said to compete with the old films.

Also Plans Animal Series

Brandt also announced that Trans-Lux will have for TV distribution soon a group of 26 quarter-hour animal films, made in Australia by Artransia. In addition, the company will have ready for sales in August a new block of seven feature films, all but one of which are post-1955 features. Included in the group are two U.S. films, "The Roosevelt Story," a 1957 documentary, and "Lovers and Lollipops," 1956, as well as the Italian-made "La Strada," 1956. The latter cannot be televised until September, 1959, however.

FCC Rules No Violation In Pay-TV Broadcasts

From THE DAILY Bureau

WASHINGTON, June 30.—Television programs about pay-TV made some months ago by a number of stations did not violate the policy of the Federal Communications Commission on editorializing, the FCC has told Skiatron Electronics and Television Corp.

In a letter sent to Skiatron, the Commission said that the company's complaint that the programs broadcast by these stations "editorialized unfairly" on pay-TV had been brought to the attention of the networks and the owned and affiliated stations involved. "The response from these stations is being studied," the Commission said.

"The FCC is of the opinion," the letter went on, "that the networks and their owned stations have not violated the policy of the Commission on editorializing." The Commission felt, the letter said that the programs in question had presented both sides of the toll TV story.

The Commission letter noted that Skiatron had also complained of "a concentrated campaign" on the part of the networks, their own stations and the National Association of Broadcasters to "destroy" toll-TV, in violation of the anti-trust laws. The resolution of this question, the Commission wrote, should rest with the anti-trust division of the Department of Justice and not with the FCC.

New Device Said to Aid Video Synchronizing

Special to THE DAILY

SYRACUSE, N. Y., June 29.—Commercial production of a new transistorized synchronizing generator for television stations has been announced here by the Ceneral Electric Company's technical products department. The new device is said to permit more precise synchronizing of TV programs between studio camera and home receivers.

Production of the device, known in the trade as a "sync generator," follows two years of experimental work, according to Harold G. Towlson, department manager of engineering. He said the new sync generator is industry's first to incorporate transistors, printed wiring boards and computer circuitry. It is 50 per cent smaller than previous models and uses less than one-half the power.

Signs with Screen Gems

Peggy Phillips, story editor for two years with Sapphire Films, producer of "The Adventures of Robin Hood" and other filmed series, has joined the story department of Screen Gems Miss Phillips, herself a screen write and playwright, will be active in locating, developing and creating new ideas for projected Screen Gem series.

All the News That Is News

QP

MOTION PICTURE DAILY

Concise and to the Point

QP

)L. 84, NO. 2

NEW YORK, U.S.A., WEDNESDAY, JULY 2, 1958

TEN CENTS

DITORIAL

'he Reade Plan

By Sherwin Kane

THE idea advanced this week by circuit operator and film distributor Walter Reade, Jr., for the rmation of a non-profit organization handle the release to television of ›st-1948 film libraries would appear merit careful study by all segments the industry.

Reade proposed that a six-month ›ratorium on the sale of post-1948 ms to television be called immedi-ely and thereafter an Ascap-type of ganization be formed to which oducers-distributors could give or ense their film libraries. This organi-tion would control the release of the ›st-'48 films to TV and producers ›uld be compensated in proportion each film's total domestic gross, hether it was sold to tv or not, in oportion to the over-all melon cut each year.

Reade invited expressions from in-rested parties on their willingness to nfer on the proposal with a view to pplying the details of its operation.

•

Naturally, the mechanics of the plan e all-important since legal considera-›ns suggested both by the govern-ent action against companies which fused to license 16mm. versions of eir feature films to tv, and the more cent federal action against Columbia d Universal because they did license e tv rights to their films to the same ›mpany, Screen Gems, indicate that ıything the industry attempts in the ay of orderly release of its product television inevitably will undergo e most minute scrutiny for legal ıws by the Department of Justice.

•

Should a thorough scrutiny of the an from both the legal and busi-ess standpoint disclose flaws in it, ıere always is the possibility that ırther exploration could devise re-edies, or that revisions could over-›me them.

Certainly, the vital nature of the ›st-'48 film sale problem rules out ıe dismissal of such a concrete roposal as this without a thorough vestigation of its possibilities. It is deed unlikely that Reade advanced s plan without resorting to legal ›inion. To what appears to some to obvious weaknesses in it, there may equally ready answers.

A full discussion of the plan is very uch in order.

Ricketson in Plea to NT for B-B

Re-Establish Theatres' Prestige By Filling Seats, Says Rhoden

From THE DAILY Bureau

LOS ANGELES, July 1—"We must re-establish the prestige of the motion picture theatre in the mind of the public. This can only be done by filling the seats of your theatres," Elmer C. Rhoden, president National Theatres, told circuit delegates in the opening address of the annual convention being held here.

"We must adjust our thinking to meet the competition of better homes, motor boats and automobiles," Rhoden added. He spoke of NT's intention to continue its diversification program in allied fields of entertainment, making reference to its successful television and radio station interests, Cinemiracle and the soon-to-be-opened Pacific

(*Continued on page 2*)

20th-Fox Has Record Total Now Shooting

From THE DAILY Bureau

HOLLYWOOD, July 1. — With seven major CinemaScope motion pictures now before the cameras, 20th Century-Fox may surpass its 1958 plans of producing 42 feature films, Buddy Adler, executive head of production, said today. It is the highest total for the studio since the introduction of CinemaScope in 1953.

Presently shooting at 20th's Holly-

(*Continued on page 6*)

16 W.B. Ad-Publicity Workers Given Notice

Warner Bros. Distributing Co. yesterday issued notices of termination of employment as of Oct. 1 to 16 home office advertising - publicity department employes, in consequence of the projected transfer of home office dis-

(*Continued on page 6*)

E. C. DeBerry Executive Assistant to Owen

Edmund C. DeBerry, Paramount eastern division manager with headquarters in Boston, has been promoted to executive assistant to Hugh Owen, vice-president of Paramount Film Distributing Corporation, Owen announced yesterday.

DeBerry, whose new appointment will be effective August 1, and who will make his headquarters at the New York home office, succeeds Phil

(*Continued on page 4*)

Expect British Remittance Agreement Talks to Be Held in Washington in September Again This Year

From THE DAILY Bureau

LONDON, July 1.—Negotiations for the renewal of the Anglo-American monetary agreement governing the British earnings of American films are again likely to be held in Washington towards the end of September as they were last year.

It is understood Sir Frank Lee, permanent under-secretary of the Board of Trade who normally heads the negotiating team for the British government may be attending the Commonwealth Economic Conference in Montreal on Sept. 15. If he does, he may then take in the film talks in Washington.

While unable to confirm this as definite, a Board of Trade spokesman conceded it could work out like that.

Last year the Anglo-U. S. conference in Washington extended the agreement for a year to Sept. 28, 1958. The agreement provides for remittance of a basic $17,000,000 unconditionally, a bonus conversion of one-third of the American investment in production in Britain during the year, with the blocked balance subject to permitted uses previously defined.

No problems are expected with the new agreement. The annual renewal of the pact is now a routine matter and should be especially so this year with the American major companies' earnings here being down from a year ago.

For Theatre and TV

Pact Reached By Directors And Producers

All Under One Contract; Increases for Assistants

By SAMUEL D. BERNS

HOLLYWOOD, July 1—Successful conclusion of contract negotiations was reached today by the Screen Directors Guild and the producers of theatrical and television films. The contract, subject to ratification by membership of the Screen Directors Guild at a meeting set for July 12, will run through April 30, 1960.

The windup of the extended negotiations was announced by Joseph Youngerman, executive secretary of SDG; Maurice Morton, president of the Alliance of Television Film Pro-

(*Continued on page 4*)

So. Carolina Theatres In Blue Law Test

Special to THE DAILY

SPARTANBURG, S. C., July 1.—Hearings will be held later this week or early next for Spartanburg theatre managers who were arrested Sunday after opening their theatres and selling tickets in order to initiate a test of South Carolina's blue law.

Robert B. Talbert, manager of the

(*Continued on page 4*)

Local 47 Damage Suit Will Reopen on Coast

From THE DAILY Bureau

LOS ANGELES, July 1—Under the U. S. Supreme Court ruling, damage suits totaling more than $13,000,000 filed by a group of musicans against the American Federation of Musicians

(*Continued on page 4*)

Television Today Page 6

PERSONAL MENTION

ALEX HARRISON, 20th Century-Fox general sales manager, and Mrs. Harrison returned to New York aboard the "Queen Mary" yesterday from Europe.

•

Morris Goodman, sales manager of Columbia Pictures International, will leave here tomorrow for Rio de Janeiro and other key cities of South America.

•

Mrs. Charles Hacker, wife of the assistant to the president of Radio City Music Hall, gave birth to a girl yesterday at Greenwich Hospital, Greenwich, Conn.

•

Fran Krowitz, secretary to Arnold M. Picker, United Artists vice-president in charge of foreign distribution, will leave here on Friday for a vacation in Europe.

•

Charles Simpson, vice-president of Capital Releasing Co., Atlanta, has returned to his home there following hospitalization as the result of an automobile accident.

•

Ian Bevan and Fred Carpenter, talent agents, have arrived in New York from London via B.O.A.C.

'King Creole' Begins 600 Date Saturation

Special to THE DAILY

MEMPHIS, July 13.—Elvis Presleys' "King Creole" opened at the Strand Theatre here today marking the kickoff of a major saturation booking. Some 600 theatres througout the Southeast, including the Atlanta, Memphis, Charlotte, New Orleans and Jacksonville areas, will open the Hal Wallis production over the next several days, supported by an extensive promotion campaign including 800-line saturation ads listing the 600 dates in the newspapers of Atlanta, Memphis, Birmingham, Charlotte, Nashville, New Orleans, Little Rock, Raleigh and Columbia.

'Gigi' Openings Set

M-G-M's "Gigi" will open in seven more key cities this month following last evening's premieres at Loew's Stillman, Cleveland, and the Broadway Theatre, San Antonio. Other cities where the Arthur Freed hit musical will be presented on a reserved seat basis are: Houston (Tower, 7/2); San Francisco (Stage Door, 7/8); Chicago (Harris, 7/8); Baltimore (Film Centre, 7/9); and Los Angeles (Paramount, 7/10).

Copyright Lawyers to Discuss New Problems

"When is a copyright" will be the keynote of a two-day program sponsored by the Copyright Society of the U.S.A. and the Practising Law Institute at New York City's Hotel Statler July 16 and 17.

The top echelon of legal talent in the broadcasting, recording and motion picture industries will analyze the problems created by the impact on literary properties of technological developments and new media. The lecture series was announced as part of the Institute's 17th annual summer session.

Panel of 12 Slated

A panel of 12 lawyars, active in the entertainment and related fields, will emphasize obtaining rights and enforcing protection in copyrightable properties. The speakers, all of whom are members of the Copyright Society of the U.S.A., include:

Robert J. Burton, Broadcast Music, Inc.; Harry R. Olsson, Jr., National Broadcasting Company, Inc.; Samuel W. Tannenbaum, former president, Copyright Society; George Schiffer, Warner Bros. Pictures, Inc.; Johann Vigoda, Music Publishers Holding Corporation; Isabelle Marks, Decca Records, Inc.; Charles B. Seton; Leon Kellman, William Morris Agency, Inc.; Joseph A. McDonald, National Broadcasting Company, Inc.; Edward A. Sargoy; John Schulman, vice-president, Copyright Society; Walter J. Derenberg, president, Copyright Society; Barbara Ringer, U.S. Copyright Office.

'U' Foreign Plans Told In 4 Cities Overseas

At four sales meetings—in Paris, Frankfurt, Munich and Rome—Universal-International outlined to officials of the company in those areas its releasing and promotional plans for 1958-1959, as well as its production plans for future distribution in France, Germany and Italy.

The meetings were presided over by Alfred E. Daff, executive vice-president of Universal Pictures and president of Universal International. He was assisted by Americo Aboaf, vice-president of the overseas subsidiary, and Marion Jordan, Continental supervisor.

Additional conferences with European exhibition leaders and press representatives were held to describe the 24 films scheduled by the company for the European market in the coming year.

Following the Rome meeting, Daff left on a tour of Northern Europe. Aboaf is returning to New York over the weekend, while Jordan will represent the company at the Berlin Film Festival.

Rhoden's Plea

(Continued from page 1)

Ocean Amusement Park.

Rhoden also instructed the delegates to consider the possibility of stage shows at key theatres.

Frank H. Ricketson, Jr., vice-president in charge of NT's operations, urged the delegates to concentrate on the business building campaign of Theatre Owners of America as a business stimulant.

M. A. "Pete" Lundgren, chief film buyer for the circuit, using a chart for comparing products this year as against last year, and pointing to the immediate future from July 1958 through January 1959, stated there are more pictures available for this period.

"They are better pictures, better stories and casts; we can look enthusiastically toward the future," Lundgren emphasized.

Columbia International Names Drive Winners

Winners in the sales drive honoring Columbia's managers throughout the foreign market have been announced by Lacy W. Kastner, president of Columbia Pictures International Corp.

Denmark (Hans Malmstrom, manager) is the victor in the European division, with France (Roger Schwartz, manager) and Holland (Hans Smulders) in 2nd and 3rd place.

In the British division, Cardiff (Jack Jenkins) came in 1st, with London (Sam Lomberg) and Dublin (Dermott Kealy) following in that order.

In Australasia Adelaide (Graham Parker) was the victor, and Brisbane (Walter Kelly) and Perth (John Reid) in No. 2 and No. 3 spots.

In Latin-America, the three winners are Panama (Frank Pierce), Venezuela (Alex Stein) and Chile (Ernesto Laupheimer), while the Far Eastern division's contest was won by India (Ned Laharry), with Malaya (George Song) and Hongkong (Johnston Wong) coming in 2nd and 3rd.

Omits Dividend

The board of directors of Universal Pictures Company, Inc., yesterday voted to omit the declaration of the quarterly dividend on the 4¼% cumulative preferred stock of the company, which would ordinarily have been declared at this time.

Golf for L. I. Drive-in

BAYSHORE, L. I., July 1. — The Bayshore Drive-in Theatre here on Friday will open its new 18-hole miniature golf course for free use by its patrons. A lighting system will make possible day-and-night use. The drive-in is a unit of Prudential Theatres.

Pa. Court Rules to Bar List-Glen Alden Merge

Special to THE DAILY

PHILADELPHIA, July 1.—Th proposed "reorganization agreement between List Industries and Gle Alden Corporation is actually merger and should not be consummated, the Pennsylvania Suprem Court has ruled.

The decision held that becaus Glen Alden shareholders were not offered the opportunity to have th value of their shares assessed so tha they could dispose of them if the wished before the transaction too place, the agreement could not b completed.

The court ruling upholds a simila ruling by the Luzerne County Cour handed down in May. The List an Glen Alden concerns had considere the transaction a transfer of asset not subject to dissenting rights.

Activities Diversified

List Industries is a widely diversified corporation, owning among othe things, RKO Theatres Corp. Anothe subsidiary of List, Gera Corp., las October acquired 38.5 per cent o Glen Alden's outstanding shares. Gle Alden is a coal mining concern.

Stockholders meetings of both Lis Industries and Glen Alden at whic the consolidation of the two companies was to be voted, have been adjourned pending the decisions i stockholders suits in Pennsylvania an Maryland, both now handed dow and another in New York.

'Kings Go Forth' Bows In Hollywood Tonight

From THE DAILY Bureau

HOLLYWOOD, July 1.—A sellou crowd is expected for tomorro night's West Coast premiere of Uni ed Artists' "Kings Go Forth" at th Fox Beverly Theatre, Beverly Hill It will be followed by a Frank Sinatr concert in the ballroom of the Beverly Hilton Hotel.

The gala entertainment doubl header will be held for the benefit Cedars of Lebanon Hospital, Los A geles.

The 2,000 in attendance will i clude leaders from the civic, politic and social life of this area as well celebrities from the film capital.

"Kings Go Forth," which will ope on Thursday at the Capitol Theatre New York, is a Ross-Eton productic based on the novel by Joe Davi Brown.

Mrs. Matilda Weill Die

Mrs. Matilda Weill, sister of Le pold Friedman, president of Loew Theatres, and mother of Arthur We of radio station WMGM, New Yor died here on Monday. A daughte Mrs. Stephen Lindo, also survives.

MOTION PICTURE DAILY. Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane. Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Floyd E. Stor Photo Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager. TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Vince Canby, Eastern Editors. Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; Telephone HOllywood 7-2145; Washington, J. A. Otten, National Press Club, Was ington, D. C.; London Bureau, 4, Bear St. Leicester Square, W. 2, Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in t principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefell Center, New York 20, Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-Pre dent and Treasurer; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 times a ye as a section of Motion Picture Herald; Television Today, published daily as a part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fame. Entered as seco class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign. Single copies, 1(

COAST CALL!

"Tell the trade fast!
Another M-G-M honey
Previewed last night!

'THE RELUCTANT DEBUTANTE'

Is a wow!
Not since M-G-M's
'Father of the Bride'
Such warm and
Wonderful film fun!•

(Next attraction at
Music Hall, N.Y.)

M-G-M
presents
the laughing,
loving comedy in luscious **COLOR!**

REX HARRISON · KAY KENDALL
Star of "My Fair Lady" · Funnier than in "Les Girls"

In

The Reluctant Debutante

Co-Starring

JOHN SAXON · SANDRA DEE
New idol of the fans · Whee!

ANGELA LANSBURY

Screen Play by **WILLIAM DOUGLAS HOME** · Based On A Story by WILLIAM DOUGLAS HOME
In **CinemaScope** and **METROCOLOR** · **AN AVON PRODUCTION**
Directed by **VINCENTE MINNELLI** · Produced by **PANDRO S. BERMAN**

M·G·M
BACK ON
TOP IN
'58!

E. C. DeBerry

(Continued from page 1)

Isaacs, who resigned to become general manager of the Jack Fruchtman Management Corp., of Baltimore, Md.

Eastern division manager since last October. DeBerry joined Paramount September 30, 1940, as assistant booker in New Orleans. Following U. S. Army service from 1942 to 1946, he became Charlotte head booker, and then rose through various branch sales posts to branch manager in Buffalo on November 5, 1951. Five years later he headed the Cincinnati branch.

As executive assistant to Owen, DeBerry will maintain contact with the national circuits headquartering in New York, and assist in supervising eastern distribution.

So. Car. Theatres

(Continued from page 1)

Carolina Theatre, who was released in $50 bond after his arrest for violation of the state law prohibiting Sunday amusements, said the law was written 300 years ago before movies or television were dreamed of and is "ridiculous."

A total of seven local theatres advertised that they would open on Sunday and listed show starting times as 2, 4 and 9 P.M. Theatres have not operated here on Sunday since 1946 when a war time permissive measure was repealed. The arrests were made immediately following completion of the first ticket sales on Sunday.

Discrimination Charged

Talbert, as spokesman for the theatre group, said that exhibitors feel they are being discriminated against inasmuch as television stations send movies into the homes on Sunday, radio stations offer entertainment, golf courses, swimming pools, parks and various stores and service stations catering to Sunday amusement seekers all are doing business here on Sunday without interference from the police. He said the next step in the test action awaits action by the magistrate at the pending hearing.

The Monarch
The only flight with all de Luxe seats
Everynight, overnight
New York to London

Reservations through your Travel Agent or
BRITISH OVERSEAS AIRWAYS CORPORATION
Boston, Chicago, Dallas, Detroit, Los Angeles, Miami, New York, Philadelphia, Pittsburgh, San Francisco, Washington.

Producers, Directors in Pact

(Continued from page 1)

ducers, and Charles Boren, vice-president of the Association of Motion Pictures Producers.

Negotiators pointed out that for the first time all directors are covered by a single contract. Formerly there were three different contracts: one for theatrical film productions by major studios, a second for theatrical film productions by independents, and third for TV film productions. The problem of bringing these three contracts into one greatly extended and complicated the negotiations.

Increases Provided

Highlights of agreement include salary increases for first assistant directors to $370 per week, second assistant directors to $215 per week. Assistant directors gained full benefits of a five-day week. They were also granted three weeks vacation after 12 years with the company.

Wage provisions for assistant directors are effective as of June 3, the provision covering working conditions as of June 30.

Television directors gained new salary guarantees of $720 for a half-hour film, $1,440 for an hour film and $2,880 for an hour-and-a-half film. These rates are based upon a weekly minimum of $600.

Additional payments for TV re-runs were established at 35 per cent of the weekly minimum for first re-runs 30 per cent for second re-runs, 25 per cent for third re-runs, 25 per cent for fourth re-runs, and 25 per cent for fifth re-runs, and all subsequent re-runs combined for a total of 140 per cent of the $600 minimum.

Screen Credits Improved

Television directors were also given improved screen credits.

Minimum for theatrical film directors remains at $600 per week, with an improved cutting provision, improved screen credits and improved advertising credits.

In connection with post 1948 films, a clause in the previous contract was extended to Jan 31, 1960.

Negotiators stated that very difficult negotiations were concluded with a notable spirit of harmony.

Carol Nathan on Stand Today in Embassy Trial

Special to THE DAILY

SAN FRANCISCO, July 1—Carol Nathan, veteran showman, will be called to the witness stand tomorrow in the Embassy Theatre anti-trust suit that has been in Federal Court here since last March but which now promises to be accelerated.

The case resumed today after a recess since last Thursday, during which time opposing attorneys, at the pointed request of Judge Edward P. Murphy, agreed to expedite questioning of witnesses by excusing many of them now under subpoena and having their testimony argued from pre-trial depositions.

Robinson and Sinatra In 'Hole in the Head'

From THE DAILY Bureau

HOLLYWOOD, July 1—Edward G. Robinson has been signed to co-star with Frank Sinatra in "Hole in the Head," which Sinatra's Hobart Productions will make in the fall with Frank Capra directing.

"Hole in the Head," which is based upon the teleplay and Broadway play by Arnold Schulman, will be released by United Artists, and begins shooting Oct. 15 in Miami. The entire production will be filmed in Florida.

McAdoo to Make 'Grass'

HOLLYWOOD, July 1 — C. V. Whitney Pictures today announced the appointment of Tom McAdoo as producer of "Grass". This is the property conceived two years ago by Merian C. Cooper, who was then vice-president in charge of production for Whitney.

Local 47 Suit

(Continued from page 1)

will proceed in Superior Court here. AFM had appealed the State Supreme Court ruling, ordering trials be heard here. The U. S. Supreme Court upheld the state ruling. The trial is expected to get under way in four months, with pre-trial hearings starting approximately Aug. 15.

The action is based on efforts by more than 100 musicians of Local 47, AFM, to recover "re-use" payments made by film studios and TV companies playing recorded music to the AFM's trust fund, used by the union to promote public acceptance of "live" music.

New Mobile Sales Tax May End Ticket Levy

Special to THE DAILY

MOBILE, Ala., July 1.—The Mobile City Commission has levied a new one-cent city sales tax, effective July 1. It applies to entertainment or amusement enterprises.

While no action was taken by City Commission at its meeting recently, the commission indicated that it will repeal the present admissions tax in view of the sales tax levy. The admissions tax is five per cent on all amusement and entertainment enterprises except motion picture theatres, which pay three per cent.

Flowers Aide to Leve

HOLLYWOOD, July 1 — Paul D. Flowers, winner of the Quigley Grand Award for smaller situations, will leave his post this week as manager of the Fox Theatre, Venice, Calif., to become assistant to Spencer Leve, vice-president and Southern California division manager for Fox West Coast Theatres.

'Seek to Influence,' Not Censor, Bishop Declares

Special to THE DAILY

COLUMBUS, O., July 1.—The Legion of Decency and the National Office of Decent Literature, contrary to popular opinion, do not have as their primary aim censorship, said Bishop Clarence G. Issenmann of the Columbus diocese, speaking at the Kiwanis Club luncheon here.

The LOD and NODL seek "to influence the formation of public opinion," he said. "Criticism rather than suppression is their object."

Referring to the failure of legislated morality—as in the attempt at prohibition—the bishop asserted: "Morality is a matter of conscience, not of social order. A man's outward behavior may be controlled, but not his conscience. It is in this area that certain minority groups perform a service for the state. They strive to raise the moral standards so necessary for a healthy state. The church is one such group."

Through her own rather weak variety of censorship, the church keeps her members living up to her standards. By persuasion, she tries to influence and raise the moral standards of those outside her group. This is the right o a minority group in a pluralistic society."

Memphis-Banned Films OK'd; Go to Drive-ins

Special to THE DAILY

MEMPHIS, July 1.—Two Unite Artists films, "Street of Sinners" an "The Careless Years," which missed first run booking last December whe they were banned by Memphis censors, have now been booked by drive ins for August.

The censors in September approve the two films. Later they said they received complaints when Loew's Stat carried a short preview of the pic tures. The censors ordered a secon screening, then banned the films.

United Artists took the matter u with the company attorney, Willia Goodman. Goodman in turn starte negotiations with the censor boar After many weeks, the censors agai gave their approval.

By this time the distributor ha missed the date of his first run book ing and was not able to regain it.

World Better Because Of Hollywood: Garcia

From THE DAILY Bureau

HOLLYWOOD, July 1. — Carl P. Garcia, president of the Philippine at a luncheon given in his honor the Beverly Hills Hotel here, pa tribute to the film industry in this ar "for making the world feel a little be ter, a little higher than it really is

Introduced by Eric Johnston, pre dent of the Motion Picture Associati of America, the guest of honor d clared that Hollywood is "the wor of dreams" that everyone looks f He expressed his gratitude on beh of his country for American films, a called attention to the fact that per cent of the films shown in t Philippines are American.

olumbia's "The Key" Bows in Dual Openings

"THE KEY," Carl Foreman production being released by Columbia, bowed into its first American engagements last night with a pair of premieres on two sides of New York, at the Fine Arts on the East Side and at Broadway's Odeon Theatre. Holding the spotlight at both premieres was the feminine star of the drama, Sophia Loren. Miss Loren, who plays a refugee in "The Key" in her co-starring role with William Holden and Trevor Howard, was honored at the Fine Arts ceremonies by the United Nations High Commission for Refugees. Miss Loren received a scroll from having gone on from a childhood adversely affected by World War II to achieve great success. Leading officials of the United Nations and members of national delegations lent an international flavor to the festivities at the Fine Arts. At the Odeon, Miss Loren took part in ceremonies in which the American Merchant Marine Institute paid homage to the men who had served on the rescue tugs of World War II. "The Key" is the first film to have depicted the dangerous and heroic work these men performed. Top executives of Columbia Pictures and trade figures were present, as were leading stars of the entertainment world and outstanding naval and shipping leaders.

Capt. Frank J. Hughes, representing the tugmen of America; Sophia Loren, and R. J. Baker, of the Merchant Marine Institute, take part in the presentation at the Odeon.

o Jaffe, Sophia Loren and Abe Schneider.

Paul N. Lazarus, Jr., Kim Novak and A. Montague.

arles Moss and Rube Jackter.

Tab Hunter and A. Montague.

Larry Morris and "m.c." Andre Baruch.

Vancouver Festival Short of Features

Special to THE DAILY

TORONTO, July 1—Film Festival promoters in Vancouver have a similar complaint to theatre-owners—a shortage of features.

The three-day schedule at Odeon's Vogue Theatre in Vancouver occupying from August 4 to August 16th has too few features.

There are 250 shorts for public-viewing and judges' viewing.

F. R. Crawley of Ottawa, will award silver symbols of victory designed with a Haida Indian there by William Reid.

Fox Record

(*Continued from page 1*)

wood studios are "The Diary of Anne Frank," which George Stevens is producing and directing; "The Remarkable Mr. Pennypacker," and "Rally Round The Flags, Boys!" Production is also underway in Durango, Colo., on "These Thousand Hills," while Jerry Wald's "In Love and War" recently began filming in Monterey, Calif.

Nearing completion in England is Buddy Adler's "The Inn of the Sixth Happiness," starring Ingrid Bergman, Curt Jurgens and Robert Donat. In Paris, director John Huston is putting the finishing touches on the picturization of Romain Gary's best-selling novel, "The Roots of Heaven." The Darryl F. Zanuck production stars Errol Flynn, Trevor Howard, Juliette Greco, Eddie Albert, Paul Lukas and Orson Welles.

W. B. Workers

(*Continued from page 1*)

tribution functions to the Burbank studios.

Of those receiving notices, 14 are in the domestic advertising-publicity department under Charles Cohen, Eastern advertising manager, and Meyer Hutner, Eastern publicity manager, and two are in the foreign publicity department under Jerry Kaiser. The three department heads are not affected nor are they expected to be involved in the transfer to the West Coast.

Some of those who received notice have been with the company for periods ranging from 16 to 32 years. Those affected are: Sidney Rechetnick, Jack Kingsley, Graham Wahn, Sidney White, Felix Greenfield, Leo Wilder, Ernie Grossman, George Nelson, Bernard Serlin, Nat Gartsman, Eve Siegel, Herbert Pickman, Lee Ferrero, Wynn Loewenthal, Leonard Palumbo and Antonio Armas.

A spokesman for the Warners' home office unit of the Screen Publicists Guild said the action "wipes out a total of 245 years of service to Warner Bros." He said the Guild will contest some of the dismissals and added that none of the department employes had been offered positions at the studio.

British Commercial TV Net Near Ready

By WILLIAM PAY

LONDON, June 29 (By Air Mail). —With the appointment of a new group that includes among directors film producer John Woolf, to operate the Independent Television Authority's (I.T.A.'s) ninth station, in East Anglia, the first national commercial television network here is nearing completion.

Anglia Television, the probable title of the new company, will operate under the chairmanship of Lord Townshend and will have a majority of East Anglian shareholders. Substantial but minority interests, however, include the "Manchester Guardian and Evening News," John Woolf's Romulus and Remus Films, and Wyndham Theatres.

Other Associated

Among the local interests associated with the group are the Norwich Union Insurance Societies, King's College and Selwyn College, Cambridge. Most of the new station's programmes will be taken from the national I.T.A. network, but will also include local programmes.

Transmissions from this, last of the major commercial TV stations, will begin during the second half of next year. When it comes into service, almost 90 per cent—some 45 million—of the population in the U.K. will be within reach of I.T.A. transmissions.

Just-issued figures of the number of television licences in use throughout Great Britain and Northern Ireland show another 53,765 increase during May, bringing the total to 8,201,098.

Knotty Problem Presented

And now, with commercial television firmly established as an alternative service to the British Broadcasting Corporation (BBC), the government has to decide the thorny problem of who is to get Britain's third television service in 1960. Both the BBC and I.T.A. are pressing for a second service but for the government it's a political decision. It has also to decide whether the non-commercial BBC with its policy of "education, information and entertainment" could operate as a commercial venture.

Whatever the outcome and at the moment the betting is on another commercial service, it's going to mean a further stiffening of opposition for exhibitors. It's such competition that has led to estimates and forecasts that the weekly cinema attendances will level-off around 12 million by 1960.

'Blob' to Paramount

PHILADELPHIA, July 1. — Worldwide distribution rights to "The Blob," science-fiction film produced by Jack H. Harris in color by De Luxe, have been acquired by Paramount Pictures. Jerry Pickman, Paramount Distributing vice-president, conferred with Harris on plans for a promotion campaign keyed to the film's fall release.

Television Today

Frye Signs Jack Benny For GE Theatre Show

From THE DAILY Bureau

HOLLYWOOD, July 1. — Jack Benny has been signed by producer Bill Frye for a starring role in an upcoming General Electric Theatre episode, scheduled to roll at Revue in July.

First Signed for Season

Benny, who has limited his non-comedy appearances to the GE teleseries, has appeared twice in past seasons on the CBS-TV Sunday night program, The veteran comic is the first star to be signed by Frye for the '58-'59 season.

TV Hearings Completed By Senate Committee

From THE DAILY Bureau

WASHINGTON, July 1.—The Senate Commerce Committee toda wound up the television hearings i has been holding on and off sinc 1954. The hearings have covere such problems as pay television, deintermixture, channel allocation, network practices, community antenn systems and other subjects.

Chairman Magnuson (D., Wash. said the staff probably would confe further with Federal Communication Commission officials before preparin a final report.

One Man's TViews

By Pinky Herman

A VERY popular series when it was seen locally TVia DuMont few seasons ago, "Colonel Flack," starring Alan Mowbray and featuring Frank Jenks, and produced live by Wilbur Stark and Jerry Layton, has been acquired by CBS TV Film Sales. Stark & Layton wi produce a new series on film in Hollywood with the same two principal and the 39 half-hour telefilms will be ready for syndication some tim in October. . . . Dropped into Toots Shor's yesterday for a brief respit from the torrid breath of Old Sol (temperature was almost ninety—bu in Toots' emporium it was about 68—free adv—) and when we saw an enthusiastic knot of glad-handers surrounding a tall-sun-bronzed smilin gentlemen, we naturally inched thru for a look-see. Turned out to be ou old friend Joe Rines, who forsook the baton when he went to Hollywoo a few years ago to become a producer in TV. Currently productio supervisor for the "Shirley Temple Storybook" TV series (16 full hou specials) Joe is in town for conferences with N. W. Ayer. . . . Sott voce to Bob Crosby:—Sunday at Wykagil golf course, while playing wit Peter Lind Hayes and Cork O'Keefe, you were heard to mutter phrase that you never learned at school. Really, Bob, even the best of ther (including your big brother, Bing), often finds that a slice propels tha inoffensive little round object somewhere into the rough or the surrounding woods. (sermon ends tee-hee.). . . . Spieler Michael Fitzmauric has added three new accounts to his "general store," Lilt and Westinghouse Radios & Phonographs for the Grey Adv. Agency and French's Ir stant Mashed potatoes for J. Walter Thompson. Strangely enough Mik grows quite a crop of spuds on his farm in Newfane, Vermont. . . .

☆ ☆ ☆

With an expenditure of $1,700,000. Sandy Howard will film fc syndication a new drama series, "Night Court," which will star Jay (M District Attorney) Jostyn in 78 half-hour telesegs. Banner Films, Inc. c New York will finance and distribute the program. . . . There's a beaut ful and talented pianist-singer named Bonnie Kronberg thrilling Gran Rapids citizens daily TVia WOOD. This NBC affiliate may have anothe Gisele Mackenzie in Bonnie sooooo???. . . . That popular emcee-turne Madison avenuer, Mickey Alpert, was rushed to the New Rochelle Ho pital last week where he was separated from his appendix, (we're sti checking the report that during the operation his teeth gripped the eve present Garcia Y Vega). . . . Film and TV Producer Doug Crawfo negotiating with Don Short and Ted Levine of the Porto Rican Econom Development Administration, to produce and present a "Spring Festiva in San Juan early next year. Could easily prove to be a colorful and hig ly entertaining telefilm. . . . Two Frank Cooper daytime quizzers, "Dott and "The Verdict Is Yours," each gets a weekly night-time spot, th latter moving into the 8:30-9:30 p.m. CBSlot Thurs. July 10 while th former NBCommenced last night at 9:00.

All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

)L. 84, NO. 3 NEW YORK, U.S.A., THURSDAY, JULY 3, 1958 TEN CENTS

'rge Meeting

upport for eade's Plan s Spreading

emand for Regulation of ost-'48 TV Sales a Factor

With the gravity of the problem the sale of post-1948 film libraries television obviously uppermost in eir minds, considerable support for e Walter Reade, Jr., plan for reg- ating such sales—or, at least, for a ll intra-industry discussion of the oposal—is developing within exhi- tor and distributor ranks.

As one distribution official said yes- rday, "Actually, it no longer is a estion of keeping all post-'48 films f television. It's too late for that. A od proportion of the feature films w being shown on tv are post-1948

(*Continued on page 6*)

oungstein Chairman f Pioneers Dinner

Max E. Youngstein, vice-president United Artists Corporation, has ac- pted the post of chairman of the 0th Annual otion Picture oneers Din- er, which will onor Robert Benjamin d Arthur B. rim as Pio- eers of 1958. e announce- ent was made esterday by ed E. Depi- t, president the Pioneers ganization.

Max Youngstein

It was concurrently announced that

(*Continued on page 4*)

Television Today

Page 6

"Out-of-Date"

British Lion, Wilcox Seek Saturation Runs to Break Old Release Pattern

By WILLIAM PAY

LONDON, June 29 (By Air Mail)—The battle to combat declining attendances continues here.

Latest move is for British Lion to break with the traditional pattern of distribution. Whatever prestige value a run in the West End of London carries, says a British Lion statement, it can no longer be allowed to play a determining role in a film's general release.

It has been found that a West End run is of little or no financial value. The rate of film hire is lower than in other theatres throughout the country (West End theatre owners have higher expenses), whereas the advertising and exploitation costs chargeable against the film are onerous. Even after a successful run of six to eight

(*Continued on page 2*)

ABPC Profits Give British Trade Lift

By PETER BURNUP

LONDON, July 2 (By Cable).—Trading figures issued today by Associated British Picture Corporation were hailed here as a resounding rebuke to the doubting Thomases who have been questioning the industry's future. The company's gross figure for the year ending March 31, 1958,

(*Continued on page 5*)

'Porgy' Set Is Burned; Goldwyn Will Rebuild

From THE DAILY Bureau

HOLLYWOOD, July 2—The largest stage of Samuel Goldwyn Productions—a plant 200 by 400 feet—containing sets prepared for the production of "Porgy and Bess" was destroyed by fire early today with a loss estimated at $2,400,000.

"I am deeply grateful no one was injured in the fire," Goldwyn stated. "While the loss is great, I intend to rebuild immediately," he added.

Postpone Discussion on Small Business Bill

From THE DAILY Bureau

WASHINGTON, July 2 – The House Ways and Means committee put off until next Wednesday further work on its small business tax relief bill.

The Committee, which met on the bill yesterday and today, is having

(*Continued on page 5*)

Outlines New Fox Product at NT Meet

Studio-and-Exhibitor Cooperation Will Assure Success, Says Adler

By SAMUEL D. BERNS

LOS ANGELES, July 2.—"Cooperation between studio and exhibitor will continue to keep the motion picture the world's top form of entertainment," Buddy Adler, executive producer of 20th Century-Fox, today told delegates to the National Theatres meeting currently being held here.

At a luncheon session in the production company's Cafe de Paris Adler stated that although 1958 will be the greatest year in the studio's history, "1959 will be even greater." At the same time he warned that the exhibitor today is playing the most important role of his career and that "his ideas in connection with the treatment of a picture in respect to the local audience often is the difference between success and failure."

Adler listed group of "blockbuster" productions which will be ready for release in 1959, saying, "when we promised and delivered a 1957 production output of $53,000,000 you greeted our product with enthusiasm;

(*Continued on page 5*)

Trade View

See 'Breather' To 1960 on Sales to TV

Guild Pacts Now Make Post-'48 Deals Unlikely

Trade observers feel that with the subject of directors' participation in proceeds from the sale of post-1948 film libraries to television being put over to April 30, 1960, under the new agreement reached in Hollywood this week between the Screen Directors Guild and the Association of Motion Picture Producers, the chances of any major company's library being disposed of to tv before that date becomes extremely slight.

Talent's participation in the post-'48 sales, also, is scheduled to be taken up in 1960 when the current contract with the Screen Actors Guild expires.

While obviously there is no formal

(*Continued on page 5*)

Consolidation of List, Glen Alden Abandoned

Special to THE DAILY

WILKES-BARRE, Pa., July 2.—Consolidation of List Industries Corp., parent company of RKO Theatres, and Glen Alden Corp. of this city was abandoned today by mutual consent of the two companies, it was announced in a statement following a meeting of the Glen Alden board of directors.

The proposed amalgamation had been approved by Glen Alden stockholders at their annual meeting on April 11. List Industries stockholders had postponed action as a result of

(*Continued on page 5*)

Disney Sees 1958 Profit In Excess of $2.50 Share

Net profit of Walt Disney Prods. for the 1958 fiscal year ending Sept. 28 should exceed $2.50 per share, Walt Disney predicted in an interview published in the N. Y. World Telegram & Sun yesterday.

The result will be an increase over

(*Continued on page 5*)

PERSONAL MENTION

LEOPOLD FRIEDMAN, president of Loew's Theatres, has left New York for the Coast.

•

Joseph Gould, United Artists advertising manager, will leave New York today for Hollywood.

•

Maurice Silverstein, vice-president of Loew's International, will leave New York at the weekend for the Coast. He is en route to the Far East.

•

Irving Sochin, general sales manager for Rank Film Distributors of America, will return to New York today following a trip to Chicago and Cincinnati.

•

Susan Asher, of Jackson, Miss., was married there to **Lawrence R. Fleisher**, son of **Theodore Fleisher**, resident manager of Interstate Theatre Corp., Boston.

•

Robinson Callen, president of Far Eastern Productions, Inc., importers of Japanese films, has left New York for Tokyo.

•

Otto Preminger has returned to New York from Ishpeming, Mich.

•

Carl "Bud" Chalman of ABC Booking Service, Jacksonville, has left there for Mexico.

•

Mrs. Sara Starrett Madden, wife of **William Madden**, M-G-M branch manager in Philadelphia, has graduated from the University of Pennsylvania with the degree of bachelor of science.

Jackter on 'Sinbad' Trip

Rube Jackter, general sales manager of Columbia Pictures, will leave here Sunday for Detroit, Kansas City, Dallas, San Francisco and Los Angeles to meet with the company's divisional managers and with key exhibitors on the dating of the company's "The 7th Voyage of Sinbad" for the Christmas season.

No Paper Tomorrow

MOTION PICTURE DAILY will not be published tomorrow, Independence Day.

Seek New UK Release Plan

(*Continued from page 1*)

weeks, the distributor usually ends up with a substantial deficit. Against this, the West End release has some value in launching and publicising the film, but only if it immediately precedes the general release.

It is British Lion's policy, therefore, to open films in the West End when possible, but to regard the general release as first in order of importance. If there is no West End theatre available, they will proceed with the general release of the film. First British Lion film to be given the new treatment is "Law and Disorder" which goes on general release July 13 without a previous West End run.

'Stupid,' Says Wilcox

The conventional release system was also the target this week for a broadside from veteran producer Herbert Wilcox. Declaring himself as determined to beat the present release system which he called "stupid and as out-of-date as a wooden ship," Wilcox has other ideas on solving the problem.

With the co-operation of the ABC Circuit and other leading exhibitors, his forthcoming Anna Neagle production, "Wonderful Things" starring Britain's top pop singer Frankie Vaughan, will be given simultaneous release in 65 key towns on Bank Holiday Monday, August 4.

Nor will "Wonderful Things" be necessarily restricted to a week's run, said Wilcox. "It will run for as long as the customers want to see it. This is a system which works in America and Miss Neagle and I are determined that the film shall reach the public for which it has been designed with the minimum delay. The restricted run is also nonsense. We are the only industry in the world that tosses away its product before customer demand has been saturated," he added.

Details in Work

Details of a West End showing are still being negotiated. "It may happen simultaneously with the mass release or it may happen after, but in any event the main objective is to get 'Wonderful Things' to the general public quickly," the Wilcox outburst concluded.

Senate Vote Makes S.B.A. Permanent

From THE DAILY Bureau

WASHINGTON, July 2. — The Small Business Administration will now become a permanent agency.

This was assured by a Senate vote to make SBA permanent. The Senate overturned a banking committee decision to extend the life of the agency for only three years.

Since the House had already voted for a permanent SBA, the Senate action makes it certain that the agency will become a permanent body. Differences between other parts of the Senate and House bills must still be worked out in conference, but since this provision is identical in both bills, it cannot be changed.

One major difference to be resolved is the fate of the loan policy board, the top-level group which consists of the SBA Administrator and the Secretaries of Commerce and Treasury and which sets SBA loan policy. The Senate voted to continue the board, which has been criticized by exhibitor groups and other organizations as being too conservative. The House voted to replace the group with an advisory group of small businessmen.

Both the Senate and House bills increase the maximum SBA loan from $250,000 to $350,000 and increase the total funds available to SBA for small business loans. The House bill cuts the maximum interest rate to 5 per cent, while the Senate version keeps the present 6 per cent ceiling.

Writers' Committee To Study Pay Television

From THE DAILY Bureau

HOLLYWOOD, July 2. — The Council of Writer's Guild of America, West, has approved formation of a new committee to study and make recommendations in connection with pay-TV.

"The national market, biggest market of patrons in the country is there and will be available as soon as technical means of access to it are established," it was stated by Karl Tunberg, appointed chairman of the group. Other members named on the committee are: Samuel Newman, vice-chairman; Devery Freeman, Everett Freeman, Hy Freedman, Hal Kanter, Donn Mullally, Jess Oppenheimer, Rod Serling, Leonard Spigelgass, Gore Vidal, Hal Biller, Lee Chaney and Richard Mittleman.

The Council also approved a recent new contract with CBS covering coast staff news and continuity writers in which they receive a 7 per cent increase in base salaries as well as other gains.

Big 'Indiscreet' Gross

Based on receipts up to late yesterday afternoon, Warners' "Indiscreet" is expected to exceed $190,000 for its first week at Radio City Music Hall, ended last night. The figure puts the picture among the top grossers for a non-holiday week at the Rockefeller Center theatre.

AFM Will Win Election: Keni

By J. A. OTTEN

WASHINGTON, July 2—The new
president of the American Federatio
of Musicians predicted confidently to
day that his organization will wi
next week's bargaining election calle
by the National Labor Relation
Board to settle the dispute with th
Musicians Guild over representatio
in the Hollywood studios.

The AFM victory, said Herman D
Kenin, "will reconfirm (the AFM's
time-honored status as spokesman fo
musicians in the major Hollywoo
motion picture studios" and will re
turn many people to work who woul
have been reemployed earlier wer
it not for the strike brought on b
the dissident splinter group.

Kenin emphasized during a new
conference that the principal AF
aim is to expand employment amon
its membership, rather than to rais
money for the union.

Points to Employees' Suit

This principle, he said, applies t
the current fight to maintain oper
tion of the recording trust fund, no
under fire by employees suing to hav
payments for the music in films sol
to television made directly as wag
to the employees instead of to t
fund.

Monday's Supreme Court decisi
dismissing appeal of a lower cou
decision was purely "jurisdictional,"
pointed out, and did not go to t
main issue; it merely held that a
sence of the fund's trustee, located
New York, did not violate the Co
stitution. The question of where t
money should be channeled has n
been set for trial, he stated.

Says He Seeks to 'Protect Jobs'

And, Kenin added, the fund's o
jective has been to protect jobs,
keep alive employment and to spa
the survival of "live music."

Kenin, while in Washington, ac
ieved the introduction of resolutio
in both houses—By Sen. Way
Morse (D., Ore.) and Rep. Fra
Thompson (D., N. J.) calling for
congressional investigation of the
of foreign-made music recordings
American film producers.

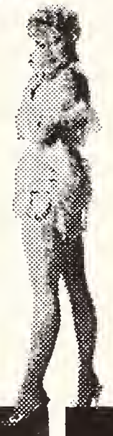
NEW YORK THEATRE

RADIO CITY MUSIC HALL
Rockefeller Center • CI 6-4600
CARY GRANT • INGRID BERGMAN
in
"INDISCREET"
A Warner Bros. Release
and GALA NEW STAGE SPECTACLE

MOTION PICTURE DAILY. Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane. Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Floyd E. St
Photo Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager. TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Vin
Canby, Eastern Editors. Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; Telephone HOllywood 7-2145; Washington, J. A. Otten, National Press Club, W
ington, D. C.; London Bureau, 4, Bear St. Leicester Square, W. 2, Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in
principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockef
Center, New York 20, Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-P
dent and Treasurer; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 times a
as a section of Motion Picture Herald; Television Today, published daily as a part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fame. Entered as se
class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign. Single copies,

THE
BIGNESS
AND THE
BOLDNESS
OF

THE NAKED AND THE DEAD



See It At Warners' Trade Shows July 9

ALBANY
20th Century-Fox Screening Room
1052 B'way • 2:00 P.M.

ATLANTA
20th Century-Fox Screening Room
197 Walton St. N.W. • 2:00 P.M.

BOSTON
20th Century-Fox Screening Room
115 B'way • 2:00 P.M.

BUFFALO
Motion Picture Oper. Hall
498 Pearl St. • 8:00 P.M.

CHARLOTTE
20th Century-Fox Screening Room
308 S. Church St. • 2:00 P.M.

CHICAGO
Warner Screening Room
1307 So. Wabash Ave. • 1:30 P.M.

CINCINNATI
RKO Palace Th. Screening Room
12 E. 6th St. • 8:00 P.M.

CLEVELAND
20th Century-Fox Screening Room
2219 Payne Ave. • 2:00 P.M.

DALLAS
20th Century-Fox Screening Room
1803 Wood St. • 2:00 P.M.

DENVER
Paramount Screening Room
2100 Stout St. • 2:00 P.M.

DES MOINES
20th Century-Fox Screening Room
1300 High St. • 12:45 P.M.

DETROIT
20th Century-Fox Screening Room
2211 Cass Ave. • 2:00 P.M.

INDIANAPOLIS
20th Century-Fox Screening Room
326 No. Illinois St. • 2:00 P.M.

JACKSONVILLE
Florida Theatre Bldg. Sc. Rm.
128 E. Forsyth St. • 2:00 P.M.

KANSAS CITY
20th Century-Fox Screening Room
1720 Wyandotte St. • 1:30 P.M.

LOS ANGELES
Fox Westcoast Screening Room
1837 S. Vermont Ave. • 2:00 P.M.

MEMPHIS
20th Century-Fox Screening Room
151 Vance Ave. • 3:00 P.M.

MILWAUKEE
Standard Theatre Screening Room
212 W. Wisconsin Ave. • 8:00 P.M.

MINNEAPOLIS
20th Century-Fox Screening Room
1015 Currie Ave. • 2:00 P.M.

NEW HAVEN
Stanley Warner Screening Room
70 College St. • 1:30 P.M.

NEW ORLEANS
Paramount Gulf Sc. Rm.
1309 Cleveland Ave. • 2:00 P.M.

NEW YORK
Home Office Sc. Rm.
666 Fifth Ave. • 2:15 P.M.

OKLAHOMA CITY
20th Century-Fox Screening Room
10 North Lee Ave. • 10:00 A.M.

OMAHA
20th Century-Fox Screening Room
1502 Davenport St. • 1:30 P.M.

PHILADELPHIA
Universal Sc. Rm.
251 N. 13th St. • 2:00 P.M.

PITTSBURGH
20th Century-Fox Screening Room
1715 Blvd. of the Allies • 1:30 P.M.

PORTLAND
Star Screening Room
925 N.W. 19th Ave. • 1:30 P.M.

SALT LAKE CITY
20th Century-Fox Screening Room
216 East 1st South • 1:30 P.M.

SAN FRANCISCO
Crown Vending Co. Screening Room
221 Golden Gate Ave. • 1:30 P.M.

SEATTLE
Jewel Box Preview Theatre
2318 Second Ave. • 2:00 P.M.

ST. LOUIS
Art Theatre Screening Room
3330 Olive St. • 1:00 P.M.

WASHINGTON
20th Century-Fox Screening Room
415 Third St. N.W. • 10:30 A.M.

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RKO RADIO PICTURES

Youngstein

(Continued from page 1)

posts as Dinner co-chairmen have been accepted by William J. Heineman, United Artists vice-president in charge of distribution; Marvin Kirsch, associate publisher of Radio-Television Daily, and William J. German, president of W. J. German, Inc.

The dinner feting UA chairman Benjamin, and Krim, president of the company, as Pioneers will be held at the Waldorf-Astoria Hotel on Nov. 24.

Will Organize Program

As dinner chairman, Mr. Youngstein will supervise participation by entertainment industry leaders and organize the evening's program.

Other outstanding motion picture leaders who have been honored in the past as Pioneers include Cecil B. DeMille, Spyros P. Skouras, Adolph Zukor, Jack Warner, Harry Warner, Albert Warner, Barney Balaban, Simon H. Fabian, Joseph R. Vogel, Herman Robbins, Robert J. O'Donnell, Nate J. Blumberg and Gus S. Eyssell.

Gulf States Meet Aug. 5

NEW ORLEANS, July 2. – The 11th anniversary convention of Gulf States Allied will be held at the Jung Hotel and at the Lakewood Country Club here on Aug. 5-6. Registration will open at the Jung Hotel at 1 P.M. on Aug. 5.

...FEATURE REVIEWS...

Tarzan's Fight for Life

M-G-M

HOLLYWOOD, July 2

Forty years of filming the exploits of this universally known jungle hero have proven each new Tarzan, for each new generation of moviegoers, a symbol of the strength and freedom all of us seek to attain. Gordon Scott is perhaps the best of his clan, possessed of athletic agility that enables him to brave all the dangers of the jungle, and a powerful physique for the fans to gape at in wonderment.

A new Jane is introduced in this Sol Lesser Production. Her name is Eve Brent, blonde-tressed, blue-eyed, unusually photogenic in color, and a perfect mate for Tarzan.

This latest jungle-action piece in Metrocolor, expertly edited by Aaron Stell to incorporate authentic, exciting African background footage in which Scott was photographed, builds into a suspenseful climax, in which Tarzan escapes a death plot by a native witch doctor.

Tarzan swings across jungle terrain, takes a canoe through dangerous waters and fights a giant cobra to get Jane to a research hospital for an emergency operation. Tarzan's help is then enlisted to reach an ailing young chief before the witch doctor has a chance to administer a poison, stolen from Reid's office, which he believed to be a cure-all.

Tarzan, trapped by the witch doctor's aides, frees himself in time to warn the young prince and his mother of the poison. The witch doctor dies when he is made to drink the poison to prove the harmless effect of his potion.

Harry Lauter, as a young doctor who comes to Reid's assistance, and Jil Jarmyn, as Reid's daughter, supply an added love interest in the film to round out the situations.

James Edwards is outstanding in a gusty portrayal of the witch doctor.

Cheta the Chimp provides the fun, and Rickie Sorenson will please the youngsters as the son of Jane and Tarzan.

Bruce Humberstone directed "number 32" in the perennial feature series, which celebrates its fortieth anniversary of the Edgar Rice Burroughs characters.

Running time, 86 minutes. General audience classification. July release.

SAMUEL D. BERNS

Your Past Is Showing

RFDA

Blackmail, along with attempted homicide, are the stuff of this bright and often very amusing British comedy. "Your Past Is Showing" should prove good summer fare for art house audiences who have that acquired taste for satiric whimsey touched with a *soupcon* of *macabre*. Just why the British are so fond of this sort of thing is hard to say, except that perhaps because they take their social conventions seriously, they can take corresponding delight in seeing these conventions turned upside down.

In this case we have a group of comparatively upright citizens, all the blackmail victims of the enterprising publisher of a scandal sheet, joining forces to rid society of the anti-social pest. Before they get around to acting in concert, however, each of the victims has in his or her bumbling way tried to do the job alone with sometimes hilarious results.

The stars, several of whom should be known in selective theatres this side, include Terry-Thomas, most recently seen in "Blue Murder at St. Trinians," as an extremely hen-pecked *bon vivant;* Peggy Mount, as an eminently successful authoress and winner of an annual Purity Prize for Literature; Peter Sellers, as a beloved TV personality who also is the money-grabbing owner of London's worst slums; pretty Shirley Eaton, as a famous model who has gotten ahead the easy way, and, importantly, Dennis Price, the homicidal hero of "Kind Hearts and Coronets," as the blackmailer.

Particularly amusing is Miss Mount, who, with aid from her mousy daughter, Joan Sims, attempts to carry out an elaborately timed trunk murder. There is also a fine scene in which this typical representative of Britain's respectable middle class goes to a low East End pub in search of Mickey Finns and, instead, picks up a couple of policemen and lands in jail.

Michael Pertwee wrote the original story and screenplay which, as is sometimes the case with comedy of this sort, gets a little forced by the time the conclusion is reached. Mario Zampi produced and directed for the Rank Organization. Very effective in a supporting role is Miles Malleson, as Miss Mount's aging clergyman-fiance. Running time, 87 minutes. Genera classification. July release

VINCENT CANBY

Seven Guns to Mesa

Allied Artists-Broidy

The period western, training atmophere for scores of modern-day leading thespians, is put to commendable use again in case of this latest William F. Broidy Pictures Corporation production, released through the burgeoning Allied Artists banner. Charles Quinlivan, being groomed for star ranks, appears with Lola Albright and James Griffith in principal roles. William F. Broidy produced and Edward Dein directed from a screenplay by Myles Wilder and Edward and Mildred Dein, as based on a Wilder original.

A band of killers, headed by Griffith, hide out in a ghost town as they plan attack on a wagon train laden with gold. An unexpected stagecoach' arrival sets off some rather imaginative circumstances. The outlaws are forced to hold the passengers and drivers as hostage. Wanderer Quinlivan, passing through town, come up with an ingenious scheme tha eventually outwits the villains.

Running time, 69 minutes. Genera classification. March release.

A. M. W

Commerce Dept. Plans Foreign Trade Survey

From THE DAILY Bureau

WASHINGTON, July 2. – The Commerce Department said it wa undertaking a second postwar survey of American business investment abroad.

U. S. firms with investments in foreign branches, subsidiaries and associated companies are being asked t file returns by Aug. 31. The Commerce Department made its first such survey in 1950.

Varied Data Required

Reports are mandatory, Commerc pointed out. Information sought includes payments made abroad fo wages, taxes and materials; gross investment expenditures and sources o financing; local sales and exports t the United States as well as variou other data.

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‸dler Tells NT

(*Continued from page* 1)

esident Spyros P. Skouras has even pped that amount with a $60,000,- 0 budget for 1958, solid evidence at 20th-Fox's faith in the motion cture industry remains unshaken.

"As you know, it is not our policy dwell on past accomplishments, but ther to plan productions well in adnce. Therefore, with a great deal of easure, here is partial list of our 59 'Blockbusters' offerings:

Outlines Forthcoming Product

"From Darryl F. Zanuck Producons, will come 'The Roots of Hean,' from the novel by Romain Gary, rected by John Huston and starring revor Howard, Juliette Greco, Errol ynn and Orson Welles; 'Compulsion,' om the Broadway play; "The Inn the Sixth Happiness" starring grid Bergman, Curt Jurgens and e late Robert Donat.

Also Jerry Wald Productions' "The und and the Fury," "The Best of verything" and "March the Ninth;" eorge Stevens' dramatic production "The Diary of Anne Frank;" David . Selznick's "Mary Magdalene" starng Jennifer Jones; "The Barbarian d the Geisha" starring John Wayne, rected by John Huston.

And Samuel G. Engel Productions' Vhite Terror of the Atlantic" and lory Pass;" Edward Dmytryk's laming Arrow," "Blue Angel," "Can an," which Henry Ephron will oduce; "Holiday for Lovers," to be oduced by David Weisbart, and any others still in the writing stage.

Cites Eight More in CinemaScope

Adler rounded out the balance of e 1958 product by listing such soon-be released CinemaScope attracons as "The Hunters," "A Certain nile," "These Thousand Hills," "In ove and War," "The Remarkable Mr. ennypacker," "Rally Round the Flag, oys," "Mardi Gras," and "The Fly."

ostpone Discussion

(*Continued from page* 1)

ouble drafting details of proposals encourage new investment in small isinesses. It is currently working on plan that would give small busisses a $500 a year tax cut if the ms put $10,000 a year into new uipment or expanded inventory.

enver Accounting Div. f N.T. Shifts to L.A.

From THE DAILY Bureau

LOS ANGELES, July 2. — In a ove aimed at streamlining the ciruit's operations, National Theatres is moved its Denver (Fox Interountain) division accounting departent to Los Angeles.

Transferred to the West Coast are arry B. Green, Fox Intermountain easurer, and accountants William L. nt, Robert E. Reed, Jack Ritman d Anthony P. Ceranich.

The Denver accounting department ill operate under A. M. Ahlskog, easurer of Fox West Coast Theatres.

Fox News Hits Street With Scoop on Alaska

Twentieth Century-Fox's Movietone News last week prepared a feature on Alaska. Tuesday when news of the vote in Congress creating the new state broke, prints of the feature were on their way to theatres and were shown in key runs that night. Just like the old days.

12 NT Managers Get Showmanship Plaques

From THE DAILY Bureau

HOLLYWOOD, July 2.—For their "outstanding ability in arranging promotions, new ideas and showmanship," 12 National Theatres theatre managers will be presented plaques at the company's annual convention which winds up with a luncheon today in the Venetian Room at the Ambassador Hotel.

Frank H. Ricketson, Jr., vice-president and general manager of theatre operations, will present the awards to the recipients who have been singled out as "Honored Showmen."

Receiving plaques will be Emmett Shane, Los Angeles; Paul Flowers, Venice, Calif.; William Sorenson, Long Beach; Nolan Cruise, Paso Robles, Calif.; John Nylen, Palo Alto, Calif.; Joe Furfaro, Spokane, Wash.

Also, James O. Martin, Salina, Kans.; C. A. Stewart, Topeka, Kans.; H. M. Burnett, Mount Vernon, Ill.; Sig Page, Provo, Utah; Mike Zalesny, Las Cruces, New Mex., and Joe Vleck, Denver.

Disney Sees

(*Continued from page* 1)

last year's earnings of $3,600,000, or $2.44 a share.

Disney was reported saying that theatrical films are still the company's main business and will prove primarily responsible for the anticipated increase in the company's net profit for the second half of the current year.

'A Night with Sinatra' Aids Cedars Hospital

From THE DAILY Bureau

HOLLYWOOD, July 2—"A Night with Sinatra," the premiere of "Kings Go Forth" and Frank Sinatra in a song concert, both as a benefit for Cedars of Lebanon Hospital, attracted capacity audiences here this evening.

Attending the double-header at the Fox Beverly Theatre and the Beverly Hilton Hotel's international ballroom were filmdom's top stars, leading civic, social and business figures.

Sponsoring "A Night with Sinatra" was the Cedars Men's Council, whose president, George Friedman, announced that the benefit will net about $40,000 for the hospital's free bed program. Maintaining one of the largest free clinics in the United States "Cedars" extends its services to people of all races and creeds.

See 'Breather'

(*Continued from page* 1)

restrainer against the post-'48 sales imposed upon the companies by the guild pacts, it is generally believed that such sales by major companies are unlikely before the 1960 date, because of the firm stand taken by the production companies against discussion of participations by the guilds in such sales at this time.

Under the SDG agreement, directors could invoke strike action should post-'48 films be disposed of to tv without prior agreements having been made for the directors' participation in the proceeds.

Refusal Factor in Walkout

The companies' refusal to discuss such participations at this time was primarily responsible for the continuing strike of the studio musicians, begun in April.

An emergency or some other presently unforeseen pressure could force a company to sell its post-'48 library earlier than the 1960 date, it is recognized, with the company agreeing to pay the participating guild and union members on the same basis as provided in any contract subsequently agreed upon by other companies. This is the procedure followed by independent producers at present. Barring such emergency, however, trade opinion is that there will be no major company sales for that interval at least.

List, Glen Alden

(*Continued from page* 1)

opposition. Its stockholders were scheduled to act on the proposal in New York tomorrow, following several postponements.

The plan was abandoned in consequence of a decision of the Pennsylvania Supreme Court on Monday affirming an injunction against the carrying out of the plan of reorganization. However, the Appellate Division of the New York Supreme Court on Monday vacated another injunction previously issued against the reorganization and ordered the complaining stockholder's complaint dismissed. The court held the injunction should not have been issued because there was no showing of irreparable injury to stockholders to offset the damage to the corporation which might result from the injunction.

Bradbury Succeeds Case

At the same meeting, Glen Alden directors elected Harry W. Bradbury, former executive vice-president, president of the company, succeeding Francis O. Case, resigned. Dudley G. Layman, vice-president of List Industries, was elected administrative vice-president and treasurer of Glen Alden, and Royal B. Lord, also a List vice-president, was elected manufacturing vice-president with supervision of Glen Alden's Mathes Air Conditioning and War La France special automotive equipment business.

List Industries owns 38.5 per cent of the outstanding stock of Glen Alden.

TENT TALK

Variety Club News

ALBANY, N. Y. — The Variety Club's Camp Thatcher Fund will receive about $2,500 from the proceeds of radio station WTPR's "Tower of Talent," a recording artists show, which attracted a record-breaking crowd this week at Hawkins Stadium, Menands. The station is a Schine-owned operation.

△

BOSTON—The 1958 Jimmy Fund Drive will be officially launched July 13, when Judge John Pappas of Suffolk Downs turns over the entire race track plant for "the world's largest spaghetti dinner." All the food and facilities will be donated by Joseph Pelligrino, president of Prince Macaroni Co. The dinner is open to the public for a donation of $1 for adults and 50c for children to the Fund.

△

DETROIT—Tent No. 5, Variety Club, staged its annual outing this year at Tam O'Shanter Country Club. Nearly four hundred attended, of whom half availed themselves of the opportunity for golf and swimming. The big winner was exhibitor Bernie Brooks, who drove away in a Chevrolet Impalla convertible. Over seven thousand dollars was raised for the Heart Fund.

ABPC Profits

(*Continued from page* 1)

was £3,490,994 ($9,774,783) against £2,599,481 ($7,278,546) for the previous year. After all charges the net profit was £1,183,488 ($3,213,766) against £762,519 ($2,135,053) for the previous year.

The directors voted a final ordinary dividend of 22½ per cent which, with a previous interim dividend makes the total distribution for the year 30 per cent against 20 per cent for last year.

Television Figures Not Disclosed

The portion of profits attributable to the corporation's television activities were undisclosed but in any event the figures showed that the motion picture end of the business is still outstandingly stable.

The directors recommended a provision for £70,000 ($196,000) for a bonus for the staff of all sections of the company.

George Rowe Dies

DETROIT, July 2.—George Rowe, for more than 25 years manager of the Fox Theatre Building here, died this week.

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PEOPLE

David Kaplan, manager of the Trans-Lux Theatre, Boston, is a candidate for the Massachusetts State Senate from the Sixth Suffolk District on the Democratic ticket.

☐

D. L. Hull, a veteran of 24 years in the industry in the South, has been named manager of the Capital Theatre, Plant City, Fla., following its purchase from the Talgar Theatre Co., Jacksonville.

☐

Leonard Spinrad, one-time news and feature writer in the publicity department of Warner Brothers here, has joined the CBS Television Network in an executive editorial capacity for the press information department. He will also serve as active director of information for CBS Laboratories.

☐

Anthony Frothingham, assistant manager for the European area in the international division of Eastman Kodak Co., has been named manager of the division. **Kenneth C. Raynor,** assistant manager for the African and Middle Eastern areas, has been named manager for those sections.

☐

Spencer Steinhurst, Southern publicity chief for American International Pictures, will be the guest speaker on promotion at the meeting of the Virginia Motion Picture Association to be held July 15-17 at the Chamberlin Hotel, Old Point Comfort, Va.

☐

Harry Bache, St. Louis branch manager for M-G-M, has been transferred to Philadelphia, effective July 7, to resume the duties in the sales department which he held prior to his assignment to St. Louis.

New Maryland Drive-in Is 12th Fruchtman Unit

BALTIMORE, July 2 – Opening of the new 301 Drive-In Theatre at Waldorf, Md., has been announced here by Jack Fruchtman.

Constructed at a cost of approximately a quarter-million dollars, this acquisition is the twelfth in Fruchtman's expanding circuit of theatres.

Currently, Fruchtman owns and operates four first-run, downtown houses and three subsequent-run, neighborhood theatres in Baltimore, together with four additional theatres in Southern Maryland.

Ernest Conlin Dies

DETROIT, July 2.–Ernest "Ernie" Conlin, formerly executive secretary of Allied Theatres of Michigan, died this week at St. Mary's Hospital, Grand Rapids.

Reade's Plan

(*Continued from page 1*)

releases. The problem today is to devise some type of orderly control over the tv sales of such films and thereby avoid the wholesale 'dumping' of films that characterized the sales of the older libraries and brought about the disastrous consequences of the past year at the box office.

"The Reade idea is a step in the direction of orderly release of the post-'48 films to tv. As such, it is well worth the serious study of all branches of the industry," he said.

Pleases Herman Levy

In New Haven, Conn., Herman Levy, industry attorney who recently concluded a study of the British film and theatre industry's action to prevent the sale of films to tv, said he sees no problem in the Reade plan that is insurmountable.

"I don't say that in its initial form the plan is entirely legal," Levy said, "but the discernible problems could be straightened out around a conference table.

"The most serious objections to the plan seem to be of a legal nature. That is no reason to dismiss the plan and ignore a call to a meeting to discuss it. Critics of the plan should list the things about it they believe to be illegal and should come to a meeting prepared to discuss them."

Would Compensate Producers

The Reade plan proposes a six months moratorium on sales of films to tv and the establishment of an Ascap-type organization to which licensing rights to post-'48 films would be transferred. The organization, headed by representative industry officials, would control release of the films to tv and would compensate producers in proportion to each film's total domestic gross when revenues were distributed.

Not all of the pictures would be sold to tv, since it is generally conceded that some theatrical films are wholly unsuited to that medium. This phase of the plan incorporates the area of control, or of orderly release of films to tv, in the opinion of most exhibitors who see in it a safeguard against some companies being "panicked" into sale of their post-'48 libraries when independent producers or a non-participating company decide to sell.

Discussion Generally Approved

Uniformly, exhibition and distribution figures queried on the Reade plan said that a thorough discussion of it and of the whole problem of post-'48 library sales is desirable.

"It could at least help determine," said one, "whether or not this or some plan like this is the answer to the problem and, if not, just where we stand. There can be little planning by anyone until we know more about what lies ahead insofar as the sale of the newer films to television is concerned."

One industry attorney suggested that if tv interests were admitted to the board of the licensing organization proposed by Reade, that might meet one of the particular legal questions involved. He pointed out that if the market, uncontrolled or unregulated, is flooded with post-'48 films on tv, that becomes a real problem for tv interests, too, both as to the waste of product and as to its source of supply.

Television Today

'Amateur Hour' Moves To CBS-TV in Fall

"The Original Amateur Hour," favorite of millions of viewers for more than a decade, will move to the CBS Television Network starting next fall, it was announced today.

The program, with Ted Mack as host, will be presented Sundays at 5:30-6:00 P.M., E.S.T., effective Oct. 26, and will continue to be sponsored by Pharmaceuticals, Inc.

Agency for the sponsor is Parkson Advertising Agency, Inc.

"The Original Amateur Hour" has been a network television series since October, 1948, and is currently on NBC-TV.

Guild to Make Pilots For Two New Series

John J. Cole, president of Guild Films, has announced that the company will produce pilot films for two new series. In association with Barnett Glassman, president of Jack London Productions, the company will film "Smoke Bellew," based on the famous Jack London character. Also negotiations are underway with George Bilson for the production of "The Newlyweds" series. Bilson, who created the series in association with Arnie Rosen and Coleman Jacoby, will act as producer.

Library Gets Colorcast Of President from NBC

From THE DAILY Bureau

WASHINGTON, July 2–The National Broadcasting Co. today presented to the Library of Congress a video-tape recording of the first live color telecast of President Eisenhower.

The recording, a 30-minute account of the dedication of NBC's new headquarters building in Washington, includes the President's part in that dedication. It will become part of the library's collection of audio-visual reference materials.

Moore on Weekly Show

Garry Moore, for more than eight years one of television's most popular entertainers, will be the star of a new, full-hour weekly comedy-variety program starting Tuesday, Sept. 30 (10:00-11:00 P.M., E.D.T.) over the CBS Television Network. The new "Garry Moore Show" will be sponsored by Revlon, Inc., and the Kellogg Company.

Hyams Vice-President Of Screen Gems

Jerome Hyams has been elected vice-president in charge of syndication of Screen Gems, it was announced by Ralph Cohn, president of Columbia Pictures TV subsidiary. The election stresses the importance of the company's expanding syndication activities.

Screen Gems' syndication catalog now includes a total of 824 feature films, 317 half-hour dramas, 333 cartoons, 53 serials containing a total of 679 chapters, five major adventure series produced for TV, and also 273 comedies and general short subjects.

Started in 1934

Hyams entered the film industry in 1934 with Guaranteed Pictures, which became Commonwealth Pictures in 1938. He became sales manager of Commonwealth, and in 1947 was elected vice-president in charge of sales of the 16-mm. distribution company. At that time the firm also entered TV distribution as Commonwealth Film & Television. In 1950, Hyams formed his own company, Hygo Television Films, of which he was president. Four years later he also became an owner of Unity Television, another major TV film distribution company.

Headed Syndication in 1956

In 1956, Screen Gems absorbed Hygo and Unity, along with their combined catalog of 450 features, 130 Westerns, 156 cartoons and 406 serial chapters, and at the same time Hyams was named head of Screen Gems' syndication operation.

Desilu Studio Preparing Promotional Short

From THE DAILY Bureau

HOLLYWOOD, July 2 – A 20-minute promotion film designed to acquaint the sponsor's national distributors with the type of entertainmen that will be offered on the forthcoming Westinghouse-Desilu Playhous anthology series is in production a the Desilu-Gower Street Studios.

Lucille Ball, Desi Arnaz, William Frawley and Vivian Vance will play host in the film to a typical Westinghouse dealer as they take him on land and air tour of Desilu's sprawlin three-studio facilities in Hollywoo and Culver City.

Sign Margaret O'Brien For 'Little Women'

Margaret O'Brien is the first star t be signed for the hour-long musica version of Louisa May Alcott's "Little Women," to be presented on CB Television Network, Thursday, Oct. 1 (8:30-9:30 P.M., E.D.T.), sponsore by the W. A. Sheaffer Pen Co.

All
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That
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ay Reconsider

. B. A. Again ars Loans o Drive-ins

it Pledges Re-evaluation f Loan Policy Soon

By J. A. OTTEN

WASHINGTON, July 6. — The all Business Administration again used to permit loans to drive-in atres, but promised it would re- aluate" shortly its entire policy nning loans to most recreational ilities.

The SBA's stand was sent by ad- nistrator Wendell Barnes to the nate Small Business Committee uch, at the urging of Philip G. Har- g of the Theatre Owners of Ameri- , has been asking the Agency to ake drive-in loans. The committee rlier this year requested the Agency relax its rules to permit drive - in

(*Continued on page 4*)

99 Kitchen Chairs Were Not Enough

It's 50 years for the Wehrenberg rcuit of St. Louis. It began as a modeled bakery shop with 99 kitch- chairs, a half hour show, a nickel lmission. It now has four-drive-ins, ur indoors. Last week, it was cele- ating—souvenirs for the customers; d at the drive-ins, clowns on the aygrounds and disc jockeys onstage.

Mrs. Gertrude Wehrenberg runs the ow these days, along with daughter d son-in-law Mr. and Mrs. Paul rueger and their son Ronald.

She and husband Fred, who died

(*Continued on page 4*)

KO Theatres Meeting Iears Ben Kalmenson

A meeting of the managers of RKO heatres held here Thursday morning y Sol A. Schwartz, president, heard en Kalmenson, vice-president of Varner Brothers, describe the prod- ct which his company will deliver uring the forthcoming year.

"I am greatly impressed," said Kal-

(*Continued on page 2*)

'4th' Ushers InHappyDays

Metropolitan exhibitors along with showmen in all parts of the country took a new lease on life over the three-day Fourth of July weekend with its increased attendance, higher grosses and traditional beginning of the sustained seasonal upbeat at the box office.

Attendance actually was on the in-

(*Continued on page 4*)

Du Mont Consumer Goods to Emerson

The consumer products division of Allen B. Du Mont Laboratories has been purchased by the Emerson Radio and Phonograph Corp. it was announced at the weekend by Dr. Allen B. Du Mont, chairman of the company bearing his name, and Benjamin Abrams, president of Emerson. The

(*Continued on page 4*)

U.S. Films Get Record Royalties in Greece

From THE DAILY Bureau

WASHINGTON, July 6.—Royalty earnings of U.S. film companies in the Greek motion picture market were the highest on record in the 1956-57 film season, the Commerce Department reported.

The season goes from October 1956

(*Continued on page 4*)

Theatre 'Honor List' For B-B Campaign

Nearly 300 Names on First Roll; See Campaign Start in Late August

An "Honor Roll" of exhibitors who have made pledges and contributions to the Business Building Campaign, was announced today by Abe Montague and Ernest G. Stellings, co-chairmen of the executive committee of the campaign. The initial listing includes nearly 300 exhibition names.

This is the first public listing of the theatre owners and operators who have made cash contributions to the campaign. Included in the list are Stanley Warner, National Theatres, Loew's, RKO Theatres and American Broadcasting-Paramount Theatres.

Montague and Stellings voiced the belief that the amount of cash received to date, coupled with firm pledges received from the five majors as well as many other circuits, would result in enough money to launch at least the radio portion of the campaign in late August or very early September.

They also declared that publication of the names of contributors on the honor roll should be an inducement to other exhibitors who may have been holding back until they knew the larger circuits were participating, to make their contributions now, based

(*Continued on page 6*)

MGM Sales Heads Start Week Meeting

Division and district managers and home office executives from M-G-M begin meeting tomorrow morning at the Blackstone Hotel, Chicago, and continue through Friday, led by general sales manager Jack Byrne. They will discuss and plan the selling and policy on 19 pictures for this year.

Among the men are assistant general sales managers Burtis Bishop, Jr., and Robert Mochrie, southern di-

(*Continued on page 4*)

Scranton Court Clears Frank C. Walker

Frank Comerford Walker is innocent of "self-dealing" in handling the estate of the late Michael Comerford, pioneer in nickelodeons and builder of a chain of theatres in Pennsylvania and New York, Scranton

(*Continued on page 4*)

Had Accused NBC, CBS, ABC

FCC Won't Penalize TV Networks; Holds 'Violations' Have Ceased

From THE DAILY Bureau

WASHINGTON, July 6 — The Federal Communications Commission on Friday said it would take no further action at this time against certain television network practices it had protested some weeks ago. The FCC said the practices, which it had claimed were a violation of FCC rules, had occurred some time ago, and that in any event the networks had promised to avoid such actions in the future. The FCC complaint was directed against the major networks—CBS, NBC and ABC.

However, the Commission did say that it regarded the earlier network violations as a serious matter and that they would be considered in connection with the overall qualifications of the networks in any future licensing proceedings that might come before the FCC.

Some time ago the FCC complained to each of the three networks about three specific practices: the terms of affiliation contracts with individual stations, the fact that rates paid by

(*Continued on page 5*)

Trust Law Measures Pass Committee

From THE DAILY Bureau

WASHINGTON, July 6. — The Senate Judiciary Committee has approved one bill to tighten the anti-trust laws and its subcommittee on monopoly has approved a second.

One would require large firms to give the government advance notice of any merger plans. The other would make Federal Trade Commission

(*Continued on page 2*)

Television Today

Page 5

PERSONAL MENTION

PAUL N. LAZARUS, Jr., Columbia vice-president, will leave New York today for Hollywood.

•

Roger H. Lewis, United Artists national director of advertising-publicity, will return to New York today from the Coast.

•

Americo Aboaf, Universal International Films vice-president and general sales manager, returned to New York over the weekend from Europe.

•

Adolph Schwartz, of the Wesirex Corp., has returned to New York from Bombay, India.

•

George Perper, talent agent, has left New York for London via B.O.A.C.

Japanese Government Issues Import Rules

Motion picture import regulations for the year 1958-1959 have been issued by the Japanese Government. The regulations, covering the year beginning April 1, had been delayed due to the elections and the formation of a new government.

Basic terms of the regulations are the same as those of last year, when the basic import quota allowed for 166 feature pictures. Of these 122 were productions from the dollar area. Motion Picture Export Association member companies last year divided, pursuant to the master license formula, 101 of these dollar area licenses.

Print restrictions remain at twelve, and the time limitation for playing imported pictures remains at five years. Dollar remittances are increased to 22 and 25 per cent of gross billings, thus being restored to the percentages announced for last year, which were later reduced.

Muhl Casts 'Innocents'

HOLLYWOOD, July 6 — Marking another step in Universal-International's summer production schedule, Edward Muhl, vice-president in charge of production, over the weekend signed Audie Murphy and Sandra Dee to star in "The Wild Innocents," color CinemaScope production to be produced by Sy Gomberg and directed by Jack Sher.

Written by Gomberg, the story, set in the 1880's, deals with a young trapper and a fresh, unsophisticated young country girl who meet when both make their first trip to a city.

Exploitation of 'New Faces' Urged

Skouras, Adler and Fox Policies Lauded by N.T. as Meeting Ends

From THE DAILY Bureau

LOS ANGELES, July 6 — Climaxing the three-day National Theatres convention held here, circuit delegates on Friday lauded Spyros P. Skouras, 20th Century-Fox president, and Buddy Adler, 20th's production chief, for their leadership and horizon on future product.

Wholehearted support was pledged to Fox's talent program in bringing new personalities to the screen, with the suggestion that the studio provide lobby display posters to exploit new faces.

Recommendation was made that distributors and exhibitors re-evaluate their thinking on advertising policies, pointing out that the heaviest concentration of business is on Friday and Saturday.

Delegates also urged producers to provide National Screen Service with advertising material early enough to take care of many outlying theatres that cannot obtain material far enough in advance of playdates.

'Young Audience' Stressed

Recommendation for the use of slides in schools as trailers to reach the "young audience" was made.

At a meeting today the N.T. board of directors declared a quarterly dividend of 12½ cents per share on the outstanding common stock of corporation. The dividend is payable July 31, 1958, to stockholders of record on July 17, 1958.

Elmer Rhoden, National Theatres president, announced Denver as the fourth U. S. city to play Cinemiracle's "Windjammer," when the film opens there in September at the 900-seat Tabor Theatre.

The meeting ended on the note that "it should be made fashionable to go to the movies."

Cinerama at Brussels Gets Senate Praise

From THE DAILY Bureau

WASHINGTON, July 6. — Senator Kuchel (R., Calif.) praised Stanley Warner Cinerama Corp.'s exhibit at the Brussels World Fair for having scored another victory over Communism in the cold war.

Pointing out that Cinerama is receiving no government subsidy, Kuchel said its Brussels exhibit was an outstanding illustration of the American free-enterprise system. The California Republican quoted reports that Cinerama was the hit of the fair, and said its trumph was all the greater when compared with a parallel Soviet entry called Panarama. Cinerama, he said, is attracting huge audiences at $1.25 a ticket while Panarama failed so dismally at 20 cents a ticket that it had to be replaced by a ballet company.

Moreover, Kuchel said, Cinerama scored the same triumphs earlier at world's fairs in Damascus and Bangkok, making in all "three victorious skirmishes in the cold war."

Layton Plans 8 Films For Next 16 Months

From THE DAILY Bureau

HOLLYWOOD, July 6 — Eight features will be produced by Layton Films, Inc., during the next 16 months, president Marc Frederic announced on his weekend return from New York following delivery there of "Missile to the Moon" and "Frankenstein's Daughter" to Astor Films for world distribution.

'Cordura' to Rossen

HOLLYWOOD, July 6 — Robert Rossen has been signed by William Goetz to direct Gary Cooper and Rita Hayworth in "They Came to Cordura," picturization of Glendon Swarthout's novel, which will go before the cameras in October, with a screenplay by Ivan Moffat.

'Venezuela' In New York

"Venezuela Holiday" begins Wednesday at the Little Carnegie and the Mayfair, along with "A Time to Love and a Time to Die." It is in ScanaScope, and Eastman Color, and Hamilton Wright, publicist, arranged and directed it.

Wald, Shurlock Speak To Workshop Pupils

From THE DAILY Bureau

HOLLYWOOD, July 6. — Jerry Wald, president of the Motion Picture Industry Council; Geoffrey Shurlock, administrator of the Motion Picture Production Code; George Seaton, director—these and others who lead the industry in its many aspects begin lecturing tomorrow to the annual Motion Picture Industry Workshop, which the Council sponsors.

The sessions are at the Fairfax High School, Los Angeles, and continue through the 18th. Their attendants are teachers in the city's high schools.

The Workshop is intended to integrate motion picture appreciation with high school studies; also, to permit teachers to realize the impact of pictures on the community, in culture, and as an employer.

RKO Theatres

(*Continued from page 1*)

menson, "that on a day like this when most people can't get away from the office quick enough, you showmen gathered here enthusiastically for the purpose of promoting your business."

Harry Mandel, vice-president of the circuit in charge of operations, presided at the meeting. Matty Polon discussed the lineup of pictures he has set for the new season.

16 Films Close to Release

Among the attractions soon to find their way to RKO Theatre screens, Polon included "No Time for Sergeants," "Ten North Frederick," "Peter Pan," "The Bravados," "Stage Struck," "The Fly," "Proud Rebel," "A Certain Smile," "The Barbaria and the Geisha," "Diary of Anne Frank," "This Happy Feeling," "A Time to Love and a Time to Die," "The Old Man of the Sea," "Indiscreet," "Auntie Mame," "Damn Yankees."

Trust Law Measures

(*Continued from page 1*)

cease and desist orders final unles appealed within 60 days. The latte has been passed by the full committee while the bill on mergers is expected to reach the full Judiciar Committee by tomorrow. Bot measures have been backed by th Administration.

The pre-merger notification bi would require notice to the Justic Department and FTC whenever merger is contemplated where th combined assets will be more tha $10,000,000. The merger could no then take place for 60 days while th government studied whether it wante to sue to block the merger. A simila bill has been approved by the Hous Judiciary Committee and has bee tied up for over a year in the Hous Rules Committee.

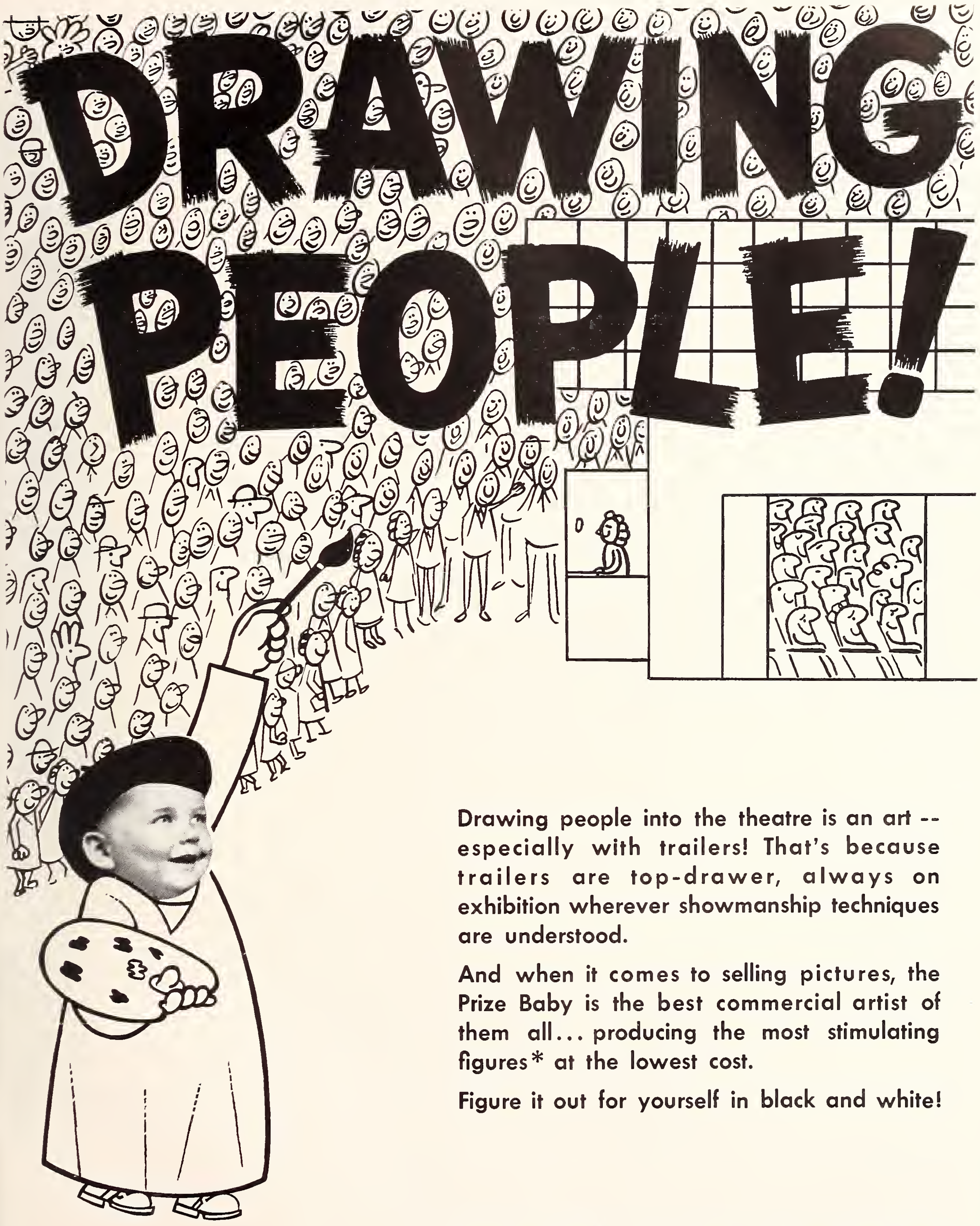
Schine Sees Product Reviving Exhibition

Special to THE DAILY

ALBANY, July 6—Here to atten the "Tower of Talent" show whic Schine-owned station WPTR stage at Hawkins Stadium, Menands, f the benefit of the Variety Club's Cam Thacher, G. David Schine, preside of Schine Enterprises, Inc., reiterate his confidence in the future of t motion picture industry and of e hibition.

The 31-year-old Schine, a rece speaker at the Schine Circuit's annu meeting in the Queensbury Hot Glens Falls, based his optimism on t continued flow of top-drawer pro uct. In the present highly compe tive situation, this is all importa Schine stressed.

MOTION PICTURE DAILY. Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane. Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Floyd E. Sto Photo Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager. TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Vince Canby, Eastern Editors. Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; Telephone HOllywood 7-2145; Washington, J. A. Otten, National Press Club, Was ington, D. C.; London Bureau, 4, Bear St. Leicester Square, W. 2, Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in t principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefell Center, New York 20, Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-Pre dent and Treasurer; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 times a ye as a section of Motion Picture Herald; Television Today, published daily as a part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fame. Entered as seco class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign. Single copies,


DRAWING PEOPLE!

Drawing people into the theatre is an art -- especially with trailers! That's because trailers are top-drawer, always on exhibition wherever showmanship techniques are understood.

And when it comes to selling pictures, the Prize Baby is the best commercial artist of them all... producing the most stimulating figures* at the lowest cost.

Figure it out for yourself in black and white!

NATIONAL Screen SERVICE
PRIZE BABY OF THE INDUSTRY

---

* *To illustrate: Trailers draw 42.9 cents out of every dollar taken in at the box office according to recent figures compiled by Sindlinger & Co. for a group of national theatre clients. Opinion Research Corp. of Princeton, in a special survey for the Motion Picture Association, cited trailers as the most reliable form of motion picture advertising.*

. . . NEWS ROUNDUP

Gift Discs at the Capitol

As United Artists "King Go Forth" opened at the Capitol Theatre here Friday as the holiday attraction, the first 1,000 patrons at the performance received a copy of Frank Sinatra's new recording of "The Song from Kings Go Forth," written by Elmer Bernstein and Sammy Cahn. Sinatra is co-starred with Tony Curtis and Natalie Wood.

■

Albany 'Triples' Continue

The failure to reach a spring "agreement" for the discontinuance of triple features on Fridays and Saturdays in the Albany, N.Y., city area has resulted in the continued and widespread booking of such bargain bills. The policy is also being used in several situations outside the city limits.

■

Wagner-Wood Company Set

Robert Wagner and Natalie Wood have announced the formation of their own independent company to be known as Rona, Inc., established for the purpose of engaging in production of films starring Wagner and Miss Wood, and productions involving other stars and other production companies.

■

Jack Webb to Produce '-30-'

"-30-" is the title of the next, and fourth, picture Jack Webb and Mark VII, Ltd., will produce for Warner Brothers release. Webb will direct and star in the original newspaper story, being screenplayed by Jim Bishop. Production is scheduled for early fall.

■

'Debutante' to Music Hall

"The Reluctant Debutante," starring Rex Harrison and Kay Kendall will be the next attraction at Radio City Music Hall. An Avon Production, produced by Pandro S. Berman for MGM, the film co-stars John Saxon and Sandra Dee.

Scranton Court

(*Continued from page 1*)

Orphans Court Judge James F. Brady ruled late last week.

The judge, furthermore, approved the accounting procedures Mr. Walker and associates used.

One of the Comerford heirs, Mrs. Thomas Comerford Brennan, of Wilkes-Barre, Pa., charged irregularities.

Mr. Walker is president and board chairman of the circuit, but currently is inactive. He was a leader and an influence in the Democratic party, and postmaster general under President Roosevelt.

Drive-in Loans Again Refused

(*Continued from page 1*)

loans, and Barnes turned down this request in late April. At Harling's instance, the committee renewed its request later, and Barnes delivered the new reply Thursday.

SBA policy now denies loans to recreational or amusement facilities in general, but some time ago the Agency made an exception and agreed to make loans to indoor theatres. Actually, the number of such loans has been few and the size small.

Brief Statement Issued

In his latest letter to the committee, a very brief one, Barnes said the Agency's policy board at a recent meeting had considered all the information submitted by Harling and the committee, and had "declined to change" its existing policy against drive-in loans.

However, Barnes continued, the loan policy board was going to have another meeting "in the near future" and then would "reevaluate" the entire policy of whether loans should be denied recreational or amusement facilities. A decision making recreational and amusement facilities generally eligible for loans would, of course, include drive-ins.

This Barnes statement was the first sign of any softening at all in the SBA stand—though, naturally, the board meeting could decide against changing the broad policy. Barnes promised to let the committee know what the policy board decided at its meeting.

In his April letter to the committee, Barnes had said the Agency did not find drive-ins located "in the public interest."

He pointed out that SBA had agreed to make loans to indoor theatres because they helped out the entire business area by attracting people to that area, and because they needed help to modernize. Drive-ins, he said then, didn't need help to modernize and were in isolated areas, of little help to other businesses.

Points to Current Bill

In view of the role played by the loan policy board in this matter, attention should be paid to the SBA extension bill now in a Senate-House conference. Harling and other TOA leaders have criticized the board for being too conservative in its loan policy. The House version of the SBA bill abolishes the loan policy board and replaces it with an advisory group of small businessmen; the Senate version keeps the board.

99 Kitchen Chairs

(*Continued from page 1*)

ten years ago, found they'd "started something," back in 1908, and moved from the bakery at Salena and Cherokee streets to the latter street where it runs just east of Jefferson Avenue. This new theatre had 300 seats. And it had fireproofing. It was St. Louis' first such. Then they ran out of standing room.

500 Seats, Four Stoves

They opened another theatre, nearby, not so fireproof; it was a circus tent, and four pot-bellied stoves heated it. But it had 500 seats.

Then came the Cherokee Theatre, on that street, seating 1,000. And so on.

The shows were film, two reels or so; slides for audience songs; stock company dramas. At the piano Mrs. Wehrenberg.

Theatres now are the Cinderella, Melba, Michigan, and Savoy; and Ronnie's, "66," South Twin, and Northside, all drive-ins.

U.S. Films in Greece

(*Continued from page 1*)

to October 1957. Film chief Nathan D. Golden said U.S. films accounted for 241 of 384 feature films released in Greece during the year, compared with 225 out of 348 the previous year.

Film imports are free from quantitative restrictions, and censorship has not proven a serious impediment, Golden said. He added that producers have had no difficulty in converting earnings, either. Theatre attendance in Greece during the year was estimated at 10% above the previous year.

Du Mont, Emerson

(*Continued from page 1*)

products consist of television receivers, phonographs, and high fidelity and stereo instruments and the sale includes the trade mark "Du Mont" for use in connection with home entertainment instruments.

Paramount Pictures is a large stockholder in Du Mont.

After completion by Du Mont of production of its 1959 line of television receivers and high fidelity instruments, Emerson will acquire all tools, dies, molds, and other manufacturing equipment associated with these consumer products. The contract also provides for a royalty free license under Du Mont patents for these products.

Line Will Be Separate Entity

Mr. Abrams said the Du Mont line would be merchandized separate and apart from Emerson, and that he would retain much of the Du Mont personnel so as to insure uninterrupted continuity in the sale and production of Du Mont products.

The new corporation will be known as the Du Mont Television and Radio Corp., and will be headed by Abrams as president.

Du Mont said the sale would provide cash enabling Du Mont to concentrate its resources on the remaining divisions to the benefit of the company's future operating results.

Du Mont is heavily engaged in many industrial and military product lines, and it is the company's purpose to solidify and strengthen its position in scientific and industrial electronic fields.

'4th' Ushers

(*Continued from page 1*)

crease in most sections for the past two weeks as schools closed and vacationists with added leisure time on their hands turned to theatres for a change of diversion from indifferent summer television fare, from too many hours spent at home and in response to release of new, strong product by all distributors.

The recent hot weather over most of the country also played its part in sending additional thousands to air-cooled theatres.

Product Is of High Quality

Exhibitors booking release schedules of distributors for the next several months were encouraged to believe there would be no repetition of last summer's disappointing showing at numerous box offices. Not only is there a consistent, varied schedule of quality releases on tap from all companies over the next couple of months but the pictures currently showing on TV and in prospect for it over the summer suggest nothing like the serious problem that obtained for theatres from this source at this time a year ago.

Business in the Broadway area has been running at prosperity levels for the past several weeks, with pictures such as "Gigi," "South Pacific," "The Vikings," "Around the World in 80 Days," "Windjammer," "Indiscreet," "Bridge on the River Kwai" and "Bravados" doing top business.

'Newcomers' Popular

Newcomers over the holiday included "Kings Go Forth" at the Capito and "King Creole" at Loew's State both starting strong with the ful benefit of the upbeat holiday business Virtually all Broadway operator loooked to capacity or near-capacit business as the long holiday got under way.

MGM Sales Heads

(*Continued from page 1*)

vision sales manager Louis Formato central division manager John J. Maloney, southwestern division manage John S. Allen, western division manager Herman Ripps, and district managers Saal Gottlieb, William J. Devaney and Walter Banford.

They were to arrive in the midwes city today, and tonight were to hav seen the invitational premiere at th Harris Theatre of "Gigi," one of th films they have presently under consideration.

Takes Rep. Exchange

PHILADELPHIA, July 6. — Jo Solomon has taken over the distribution of Republic Pictures in the Philadelphia area with the closing of th film companys' exchange here. Wit the independent operation, Bob Shisler, formerly of Columbia Pictures comes in as booker; and Irene Rubin, formerly with United Artists, a Solomon's secretary.

Television Today

N OUR VIEW

MOST interesting basic premise was made recently in a speech by Richard S. Salant, vice-president CBS, before the Rotary Club of Louis. His essential point was that etwork broadcasting is everybody's siness—but it *is* still a business."

That fact is often overlooked, Mr. lant pointed out, by folks in Washgton, industry critics, and many ners with notions (and who hasn't) out the television business. It is an tertaining, but sobering thought he ts across when he says that *most* erybody in the country can make a tter automobile than those fellows Detroit, or a better refrigerator, something else, but *all* the people the country can present better teleion programs than those fellows nning the broadcasting business.

•

Mr. Salant offers a simple definition two. Perhaps oversimplified, but he lls a broadcasting network a service ganization, serving three main oups; the public, its affiliated stans and national advertisers. Only e of those three groups pays for e service, the advertiser. The secd group, the public, gets the end oduct free, while the third group, e affiliated stations, actually are id by the network. Mr. Salant akes the valued point, however, that ch of these groups is interdependent on the other, and it is impossible separate them in the working opation of a broadcasting network.

In analyzing this essential interdendence, the speaker came up with is simple formula: no advertisers, no twork; no public, no network; no tions, no network. "Take out any e of the magic three and all laws mathematics are repealed—because our case, three minus one does not ave two, it leaves zero—but absolely nothing." But the network is a cessary mechanism through which oadcasting becomes a nationwide edium through serving and creating national audience.

•

One of the great values of a netork, obviously, is the manner in nich it can communicate with an tire nation at the same time, with nost no advance planning in time national emergency. This is an allportant fact of network operation which sight should never be lost the authorities. And it is up to ose handling such matters in the twork structure to see that those thorities do not lose sight of it.

Actually, of course, a network is a ouping—for convenience—of a numr of privately-owned, privately aintained stations, linked, rather osely, with each other through the edium of a single broadcasting hub, it CBS, NBC or ABC by name. ne relationship between the network d its affiliates is the heart and core the network operation, obviously, and the manner of the maintenance of that relationship has much to do with the success of the whole network structure and operation.

It is the responsibility of the hub of the network, what we loosely call The Network with capital letters, to see to it that in its various component parts the operation is conducted smoothly, without friction, and with due and special regard to the maintenance of quality in output. After all, this is a business, and quality pays off; nothing else does—ultimately.

—*Charles S. Aaronson*

Castle Will Make Another Hair-Raiser

William Castle, a producer-director whose "Macabre" for Allied Artists has been accompanied by his special brand of exploitation, will make a television series, "Tales of the Haunted House," along with Interstate Television Corporation, AA subsidiary. He will base it on his new one for that company, "The House on the Haunted Hill." When he completes it, he will make the television series pilot.

One Man's TViews

By Pinky Herman

JACK ROBBINS, justly considered by the music world as one of the smartest birds (literally, figuratively and actually) has come up with an idea which deserves consideration and adoption by any of the top music societies in the country. Jack would have his Guild of American Composers, which is dedicated to foster, encourage and aid music appreciation, creation and study by American college students, taken over and managed by the Music Society. (As a member of ASCAP for a quarter century we'd like to recommend this worthwhile and far-sighted idea to that organization.) . . . Move over there, Red Buttons. Hear the story of another young American comic, Larry Storch, who is currently in Holland where he's doing a whale of a job in the Sam Katzman Production for Columbia Pictures, "The Last Blitzkreig," as side-kick to the star Van Johnson. En route to location, Larry did a guestint on "Chelsea At 8," TVia BBC and the reaction was that he'll do a repeat there next week. (Get that "best supporting role" Oscar ready because from all reports, Larry is a strong contender.) . . . Nice work if you can get it and Jerry Marshall got it: Comes August 8, Jerry will fly via Sabena World Airways on its special 17-day package tour, as Host of WMGM tour of Europe and thanks to one of his sponsors Fugazy Travel Service. While overseas Jerry will tape interviews with top-ranking figures in the music and related industries. . . .

☆ ☆ ☆

One of the better "Alcoa Theatre" presentations of the season, "The Days of November," in which Jack Lemmon turned in a brilliant performance as a Marine shave-tail in the Korean conflict, will be repeated Monday, July 14, TVia NBC (9:30-10:00 p.m.). The telefilm created so great an impact that the West Point authorities requested a print from Aluminum Co. of America and utilizes the film in its curriculum for classes in military psychology and leadership. . . . Incidentally, tunesters Andy Kirk, Arthur Terker and Pinky Herman (who he?) have collabbed on a patriotic ditty, "My Fav'rite Initials Are U.S.A." which Manor Music Co. Inc. has just published in time for the Holidays. . . . A new situation-ABComedy series, "The Donna Reed Show," sponsored by Campbell's Soup bows into the Wednesnites at 9:00 p.m. slot, September 24. The Toden-Briskin package will be produced for Screen Gems by Tony Owen and scripted by Wilbur Roberts, who wrote the following flickers, "The Private War of Major Barbara," "Her Twelve Men" and "Easy To Love," as well as head scripter for "Father Knows Best" TV series. . . . Film and TV producer Jules Levey sojourning the past couple of weeks up in Maine mulling over a couple of new television programs. . . . In passing we'd like to toss a bouquet in the particular direction of William B. Williams for his deft handling of the "Make Believe Ballroom" chores every day at WNEW. The tall, darkhaired, handsome young man about town's turntables knows his music and delivers first-rate divertisement. . . . The 26 half hour tee-vee-riffic "Victory At Sea," produced by Robert Sarnoff and the late Henry Saloman, with music by Richard Rodgers, will again be seen weekly over WPIX starting Sunday, July 13.

TV Network

(*Continued from page 1*)

stations frequently depended on the number of network programs the stations took, and the network practice of dictating rates that stations charged spot advertisers.

The networks replied that they did not think these practices had violated commission rules but that they certainly would not continue to do them.

In closing the matter, the FCC said it regarded the conduct of the networks as having contravened the intent and purpose of FCC rules and is a "serious matter." It said the FCC complaint would go into the network files to be considered in connection with any future license proceedings involving any of the three networks.

However, the commission declared, "no further action is contemplated at this time, since the conduct in question occurred some time ago."

The commission added that the network pledges, if adhered to, "should prevent future conduct contrary to our rules."

Self Joins CBS

William Self, producer, will join the CBS Television Network, Hollywood, effective July 7 as an executive producer, it was announced by William Dozier, vice-president in charge of program for the net.

TPA Sales Hit Million; 'Lassie' to Finland

Sale this week of "Lassie" to Oy. Yleisradio Ab. (Finnish Broadcasting Co. Ltd.) sent foreign sales total of Television Programs of America (TPA) over the million dollar mark for the last four months, it was announced at the weekend. The four months covered by the million dollar figure started March 1, Manny Reiner, foreign sales vice-president of TPA, stated. Actual sales figure is $1,007,600.

Finland is the 33rd country in which programs produced or distributed by TPA are being telecast. This represents virtually every country in the world with TV, except for the Iron Curtain countries.

"Lassie" will not bark in Finnish; the program will be subtitled for airing on the Finnish TV system. "Lassie" is now on the air in the U.S., Canada, Australia, Sweden, Austria, Italy, Latin America and Japan.

EVERY DAY
ON EVERY CHANNEL
TV
BROOKS
COSTUMES
3 West 61st St., N.Y.C.
Tel. PL. 7-5800

Theatre 'Honor List' for B-B Campaign

Montague and Stellings Plead For Full Fund

(*Continued from page 1*)

on the formula of one half of one per cent of 1957 film rental.

Montague and Stellings said that as additional contributions are received, the honor roll will be augmented and the names of participating theatres released to the trade press.

Cash contributions to the campaign by exhibitors to July 3 amounted to approximately $80,000. Distributors have agreed to match all exhibitor contributions dollar for dollar. The radio campaign is budgeted at $300,000 as part of the complete $2,300,000 business-building program.

The honor roll, broken down by states from which the contribution checks originated, is as follows, as received to July 1.

ALABAMA

Druid, Tuscaloosa; Empire, Montgomery; Cu-Win Drive-In, Cuin; Jet Drive-In, Montgomery; Montgomery Drive-In, Montgomery; Norwood, Florence; Joy Land Drive-In, Florence; Parkway 231 Drive-In, Huntsville; Pastime, Winfield; Ritz, Anniston; Shoals, Florence.

ARIZONA

Arizona-Paramount Amusement Circuit, Phoenix.

CALIFORNIA

Affiliated Theatre Service, San Francisco; Blumenfeld Theatres, San Francisco; California Paramount Theatres, Los Angeles; Colusa, Colusa; National Theatres Circuit, Los Angeles; Novato Theatre, Novato; Palms, Los Angeles; Parsons Theatres, San Francisco; Sundown Drive-In, Williams; Tegtmeier Theatres, San Francisco; United California Theatres, San Francisco; West Side-Valley Theatres, San Francisco; Your Family Drive-In, Brawley.

COLORADO

Wolfberg Theatres, Denver.

CONNECTICUT

Weiss Theatres, Stamford.

DELAWARE

Capitol, Dover; Kent Drive-In, Dover.

FLORIDA

Florida States Circuit, Jacksonville; Gainesville, Gainesville; Ocala Drive-In, Ocala; St. Johns, Jacksonville; Wometco Theatres Circuit, Miami.

GEORGIA

Martin Theatres Circuit, Columbus; Victory Drive-In, Columbus; Wilby-Kincey Circuit, Atlanta; Williams Interstate Theatres Circuit, Pelham.

IDAHO

Mountain Home, Mountain Home.

ILLINOIS

Balaban & Katz Theatres, Chicago; 4 Cutler Theatres, Macomb; Ilse Theatre, Joliet; Kerasotes Theatres Circuit, Springfield; Lyric, Monticello; Memri Drive-In, Milan; Mode, Joliet; Palace, Elmwood; Semri Drive-In, Silves; Strand, East Moline.

INDIANA

Family Drive-In, Jasper; Fayette, Connersville; Crand, Evansville; Princess, Rushville.

IOWA

Alamo, New London; American, Corning; Associated Theatres Circuit, Dubuque; Central States Theatres, Des Moines; Crand, Creenfield; Tri-State Theatre Circuit, Des Moines; Waverly Drive-In, Waverly.

KANSAS

Augusta, and Augusta Drive-In, Augusta; Dream, Russell; Majestic, Phillipsburg; Majestic, Scott City; Palace, Kinsley; Phillipsburg Drive-In, Phillipsburg; Ricketts Theatres, Ness City; Sky-Vu Drive-In, Russell; Tauy, Ottawa.

KENTUCKY

Broadview Drive-In, Morganfield; Ludlow, Ludlow.

MARYLAND

Bengies, Baltimore.

MASSACHUSETTS

American Theatres Circuit, Boston; Community Playhouse, Wellesley Hills; Lockwood & Cordon Circuit, Boston; New England Theatres Circuit, Boston; Redstone Drive-In Theatres Circuit, Boston; 8 Rifkin Circuit Theatres, Boston; 11 Yamins Circuit Theatres, Boston.

MICHIGAN

Bay, Suttons Bay; Berry, Berrien Springs; New Mazda, L'Anse.

MINNESOTA

LeSuer, LeSuer; Minnesota Amusement Circuit, Minneapolis; Murray, Slayton; Pic, Bagley; State, Walker.

MISSISSIPPI

Elkin, Aberdeen; Rex, Starkville; Star, Menden Hall; State, Starkville.

MISSOURI

Autoscope Drive-In, Buffalo; Edgewood, Neosho; Orpheum, Neosho; Princess, Aurora; 4 Thomas James Theatres, St. Louis.

MONTANA

Blaine, Chinook; Crand, Harlem; Liberty, Kalispell; Orpheum, Conrad; 4 Rocky Mountain Theatres, Livingston; Roxy, Forsyth; Roxy, Shelby; Rex, Townsend; Sage Drive-In, Billings; State, Cut Bank; Villa, Malta.

NEBRASKA

Crest Drive-In, Beatrice; Majestic, Hebron; Rodeo, Burnwell; Roxy, Randolph; Tecumseh, Tecumseh.

NEW JERSEY

Atlantic, Atlantic Highlands; Capitol, Union City; Central, Passaic; Columbia Amusements, Elizabeth; Garden, Paterson; Hawthorne, Hawthorne; Majestic, Paterson; Mayfair, Hillside; Mayfair, West New York; New Bergen, Tenafly; Ormont, East Orange; Plaza, Linden; Plaza, Paterson; Plaza, Newark; Walter Reade Circuit, Oakhurst; Rivoli, Newark.

NEW MEXICO

4 Allen Theatres, Farmington; Hermosa, Artesia; Landson, Artesia; Rainbow, Chama; Yucca Drive-In, Sante Fe.

NEW YORK

Arion, Middle Village; Avenue U, Brooklyn; Beacon, Beacon; Beathcrop, Inc., New York City; 3 Bolte Theatres, Bronx; Brecher Theatres, New York City; Buffalo Paramount Theatres, Buffalo; 10 Cinema Circuit Theatres, New York City; Copake, Copake; Deluxe, Brooklyn; Dover, Dover Plains; Drake, Rego Park; Earl, Brooklyn; Fabian Theatres Circuit, New York City; Fishkill Drive-In, Fishkill; Hudson River Drive-In, Mechanicsville; Interboro Circuit, New York City; 4 Klein Theatres, Catskill; Loew's Circuit (in NYC and out-of-town), New York City; Monroe Amusements Circuit, Rochester; Music Hall, Tarrytown; New Mermaid, Brooklyn; Paramount Theatres, New York and Brooklyn; Pix 42nd Street Corporation, New York City; Radio City Music Hall, New York City; Randforce Amusements, New York City; Regent, Brooklyn; RKO Theatres (in NYC and out-of-town), New York City; Rugoff and Becker, New York City; Snaper Theatres, New York City; Stanley Warner Theatres (In NYC and out-of-town), New York City; Star, Bronx; Times Square Theatre Corp, New York City; Translux Theatre Corp, New York City; Tri-Cities Theatres, Endicott; Variety, New York; Williamsburg, Brooklyn.

NORTH CAROLINA

Carolina Amusement Circuit, Elizabeth City; Center, Cuinsboro; Consolidated Circuit, Charlotte; 6 Craver Theatres, Charlotte; Monte Vista Drive-In, Castonia; Plaza, Asheville; State, Hartford; Stewart Everett Theatres Circuit, Charlotte; Tar Heel Theatres Circuit, Charlotte.

NORTH DAKOTA

Rolla, Rolla.

NEW HAMPSHIRE

Ioka, Exeter.

OHIO

Blue Sky Drive-In, Wadsworth; Fenray, Martins Ferry; Fremont Drive-In, Freemont; Howland Drive-In, Warren; Midway Drive-In, Ravenna; Salem Drive-In, Salem; Scott, Archbold; Springmill Drive-In, Mansfield; Strand, Wadsworth; Tivoli, Loraine.

OKLAHOMA

Circle, Waynoka; Ritz, Madill; Ritz, Halihini; Rook, Cheyenne.

OREGON

Arcade, Cottage Crove; Mack, McMinnville; McMinnville Amusement Circuit, McMinnville; Pendleton Drive-In, Pendleton; Pine Cone Theatre, Brookings.

PENNSYLVANIA

Best, Edinboro; Blatt Bros. Theatres, Pittsburgh; Brookside Drive-In, Sewickly; Family, Rochester; Finkel Theatres, Pittsburgh; Carden, Pittsburgh; Garden Drive-In, Indiana; Kayton, Franklin; Manos Theatres Circuit, Creensburg; Mt. Penn Drive-In, Reading; Music Hall, Bangor; Oak Oakmont; Oriental, Rochester; Palac Indiana; Penn Paramount Theatre Philadelphia; Reading Drive-In, Rea ing; Rivoli, Portage; Senate, Harri burg; Sewickly, Sewickly; Shefti Boswell; Sinking Spring Drive-I Sinking Spring; Sky-Hi Drive-I Franklin; Strand, Bangor; Suns View Drive-In, Tarentum; Tri-Stat Drive-In, Matamoras; 32 Tri-Sta Drive-In Association Theatres, Pitt burgh.

RHODE ISLAND

Lafayette, Central Falls; Route Drive-In, Smithfield.

SOUTH DAKOTA

Roxy, Menno.

SOUTH CAROLINA

Broadway, Clinton; Colony, Easle Dane, Denmark; Pastime Amuseme Circuit, Charleston; Ritz, Newbury

TENNESSEE

Capitol Amusements, Erwin; C scent Amusement Circuit, Nashvil Holiday Drive-In, Erwin; Independe Theatres Circuit, Chattanooga; Lal mont Drive-In, Alcoa; 2 Mid-St Theatres, Cookeville.

TEXAS

Interstate Circuit, Dallas; Pala Breckenridge; Wakea, New Boston

UTAH

Intermountain Theatres, Salt La City.

VIRGINIA

Daw, Tappahannock; 3 Flan Theatres, Richlands; Neighborh Theatres Circuit, Richmond; Sun Drive-In, Alexandria.

WASHINGTON

Colonia, Grandview; Columl North Bonneville; Country, Yakir 4 Favorite Theatres, Spokane; 3 I Renton Theatres, Renton; Forn Theatres, Seattle; Carland, Spoka Cuild 45th, Seattle; Island, Vash Issaquah, Issaquah; John Hamr Theatres, Seattle; Motor-Vu, Belli ham; Northbend, Issaquah; Olym Forks; Park In, Kennewick; Powe Mabton, Mabton; Princess, Edmon Sterling Theatres Circuit, Seat Sunset, Long Beach; Vale, Tacor West-End Drive-In, Spokane; Drive-In, Spokane.

WEST VIRGINIA

Lincoln, New Martinsville.

WISCONSIN

7 Delft Theatres, Butler; F Chippewa Falls.

WYOMING

Cory Drive-In, Basin; Motor Cheyenne; Starlite, Cheyenne.

WASHINGTON, D.C.

6 Storty Theatres.

Radio Drive Seen Assured By September

All
the News
That
Is News

MOTION PICTURE DAILY

Concise
and
to the
Point

L. 84, NO. 5 NEW YORK, U.S.A., TUESDAY, JULY 8, 1958 TEN CENTS

rson-to-Person

.rthur Sets urvey, Ticket ale Campaign

. Louis Circuit to Begin ouse-to-House Survey

Special to THE DAILY

T. LOUIS, July 7.—A special mo- picture survey is being contem- ed in the greater St. Louis area Arthur Enterprises, Inc., St. is Amusement Co. theatres, ac- ding to Edward Arthur, general ager.

hrough a direct person-to-person tact of the public by a select group high school and college students, ple will have an opportunity to ress their opinions and preferences new motion picture entertainment. special discount ticket plan will combined with the survey.

The plan will enable us to reach potential patrons who are not uainted with the advantages of ion picture theatres and the new niques as a perfect vehicle for

(*Continued on page* 5)

de, Not Partner, in nbassy, Says Wobber

Special to THE DAILY

AN FRANCISCO, July 7. — Her- a Wobber appeared on the witness d today in the Embassy monopoly before Federal Judge Edward P. rphy. The veteran showman was eral sales manager for 20th Cen- -Fox in 1938 when he is said to e entered into a "silent" partner- with Daniel O. McLean and Le- d C. Dibble in the operation of the bassy, an interest he sold back to latter pair 18 months later at a

(*Continued on page* 4)

TRADEWISE
on page 2

Television Today
on page 5

Predict Aid For Drive-ins

The conviction that drive-in theatres will eventually be qualified for Small Business Administration loans was expressed yesterday by Philip F. Harling, chairman of the Small Business Administration Committee of the Theatre Owners of America, despite a second turn-down of a request for drive-in coverage by the SBA.

Mr. Harling said that he received Monday a letter from Senator John Sparkman, chairman of the Senate Select Committee on Small Business, forwarding a copy of a letter from SBA Administrator Wendell B. Barnes to Senator Sparkman in which Mr. Barnes advised the Loan Policy Board of SBA had declined to change existing policy to permit Drive-In Loans.

However, Mr. Harling said he was

(*Continued on page* 4)

Coast Film-Ad Critics Include Wald, Shurlock

By SAMUEL D. BERNS

HOLLYWOOD, July 7.—Motion picture advertising came in for some strong criticism today from industry and lay panelists addressing the second annual Motion Picture Industry Workshop at Fairfax High School. Among the speakers were producer Jerry Wald and Geoffrey Shurlock, chief administrator for the Production Code.

Wald conceded the existence of much room for improvement in the quality of film advertising, but laid

(*Continued on page* 6)

In Spite of, or Because of, Hot Weather

'Good to Excellent' Holiday Weekend

Top Attractions Break Records Here And Out-of-Town; Drive-ins Spotty

Top Fourth of July weekend business broke records in two New York City situations this year, while business elsewhere was reported good to very good. In New York it was a hot steamy weekend, a factor which several theatre managers said contributed to the good grosses while others thought it held business back from the top business which might otherwise have been enjoyed.

The Radio City Music Hall, playing the second week of "Indiscreet," took in $34,000 on the Fourth of July itself, which president Russell Downing called the "best Fourth of July in the history of the Music Hall." The Hall took in $119,000 for the Thursday-through-Sunday period and yesterday was heading for a huge $190,000 for the week, a top figure for a week outside of the Christmas, Easter or Labor Day period.

"The Key," playing a dual first run engagement at the Odeon on Broadway and the east side Fine Arts, took in an excellent total of $24,510 for the Friday-through-Sunday period and

(*Continued on page* 6)

Tex. Teenagers Open Theatre for Adults

Special to THE DAILY

DALLAS, July 7—The bond between teenagers and the movies is not news to the industry, but in Dallas there's a new twist. Two teenagers have changed from fan status to the other side of the box office.

Don Shaw, Jr. 18, and Gary Gilliland, 16, backed by family and friends

(*Continued on page* 4)

Rank Shifting Newsreel Policy to Meet TV

By WILLIAM PAY

LONDON, July 5 (By Air Mail).—Important and far-reaching changes in the format of the Rank Organisation's Gaumont-British and Universal newsreels, are announced by G. Grafton Green, executive producer of the

(*Continued on page* 5)

Carolina Sunday Law Test Set for July 17

Special to THE DAILY

SPARTANBURG, S. C., July 7.—Robert Talbert, city manager of the Carolina, State and Palmetto Theatres, here, says July 17 has been set as a tentative date for a magistrate's hearing in connection with the theatres' efforts to show Sunday movies in Spartanburg.

"Just how far the theatre managers

(*Continued on page* 4)

NAB Asks FCC Control Of Community Antennas

From THE DAILY Bureau

WASHINGTON, July 7.—The National Association of Broadcasters today urged the Federal Communications Commission to require operators of community antenna systems to ob-

(*Continued on page* 5)

REVIEW:

Twilight for the Gods

U-I

The South Pacific in all its changing moods and colors provides much of the suspense and adds to the romantic values of the story based on Ernest K. Gann's best-selling novel about a group of persons, who, for various reasons, are seeking to get away from it all on a leaky two-masted brigantine en route from remote islands to Mexico.

It's a group of contrasting characters—Rock Hudson, skipper and owner of the craft; Cyd Charisse, beautiful bail-jumper anxious to avoid Hawaii; Leif Erickson, down and out showman, with a carnival songstress, Ethel Peacock; Vladimir Sokoloff and Celia Lovsky, refugees; Ernest Truex,

(*Continued on page* 4)

PERSONAL MENTION

GEORGE W. EBY, treasurer of Harris Amusement Companies and chief barker of Variety Clubs International, was in Dallas from Pittsburgh.

•

FRED R. GREENWAY, retired manager of Loew's Palace Theatre, Hartford, has left there with **MRS. GREENWAY** for Las Vegas, Nev., where they will make their home.

•

ROBERT S. BENJAMIN, chairman of the board of United Artists, and **MORT NATHANSON**, publicity manager, left New York over the weekend via B.O.A.C. for London.

•

TED HARRIS, partner in the State Theatre, Hartford, has returned to his West Hartford home following surgery at a Boston hospital.

•

NIGEL PATRICK will arrive in New York from Britain today via B.O.A.C.

•

JAMES E. PERKINS, president of Paramount International, is scheduled to arrive in New York today from London.

•

TOSHIO ISE, director of publicity in the Tokyo office of Paramount, will arrive in New York on Friday from Japan.

•

MRS. JOSEPH BISDALE gave birth to a daughter on Sunday at Columbia Presbyterian Hospital. Father is the manager of Paramount's home office print department.

•

MARILYN MONROE has returned to Hollywood from New York.

Seven Arts Files as New Film Company

Special to THE DAILY

HARTFORD, July 6.—Seven Arts Productions, Inc., newly-organized film-making firm, has filed a certificate of organization with Connecticut's Secretary of State at State Capitol here, listing office address at 294 Main St., Stamford, Conn.; subscribed $1,000 paid in cash, $1,000; paid in property, none; president Ray Stark; board chairman, Eliot Hyman; treasurer-secretary, David B. Stillman; assistant secretaries, Gerald Lipsky, Murray C. Lertzman, Sidney H. Levin; directors, Stark, Hyman, Stillman, Edwin Van Pelt and Gregson Bautzer.

TRADEWISE

By ONLOOKER

NO DOUBT should Senator Wayne Morse of Oregon and Rep. Frank Thompson of New Jersey succeed in obtaining the Congressional investigation of the use by American film producers of foreign-made recordings they will not stop there but will see to it that the reasons why Hollywood producers were forced to have some of their scoring done abroad are looked into also. . . . That would involve cartel-like agreements between the American Federation of Labor and most foreign musicians' unions against working for any producer whom any of the unions may be on strike against. . . . Perhaps a scrutiny of the stand-by demands of the A. F. of M., traditionally enforced in Hollywood, would be proper subject for examination by such an inquiry, as well as the exorbitant demands of the Musicians for their cut of the revenue from post 1948 films sold to television, representing work they already have been well paid for once, and which touched off the present Musicians' strike in Hollywood and forced the producers to do some of their emergency scoring abroad. . . . Morse and Thompson, fair-minded, unbiased statesmen that they are certainly will see to it that both sides of the story are brought out should their colleagues in Congress see fit to give approval to their resolution.

TESTIFYING to Ned Depinet's zeal in pursuing candidates for membership in the Motion Picture Pioneers, of which he is president, Bob O'Donnell says Leonard Goldenson, AB-PT president, will have his 25th anniversary in the industry next Friday (which qualifies him for membership in the Pioneers) and that Depinet will be in Goldenson's office before sundown that day with a membership application blank. . . . You can blame Bob Hoff, not Tradewise, for this one: An exhibitor who complains about terms for "The Bridge on the River Kwai" is nothing but a kwai-baby.

A LOT OF PEOPLE claim they can't understand why after the years of ballyhoo for pay tv, Video circuit had to discontinue its Bartlesville experiment because not a single backer of pay tv can furnish a coin device in quantity. . . . Henry Griffing of Video stated that, had the required number of home "meters" been available, his company would have installed them and continued its Telemovies experiment; may still do so should any pay-tv enthusiasts get brave enough to begin quantity production of their equipment.

WHEN DR. IRVING BERNSTEIN, staff member of the Institute of Industrial Relations at the University of California at Los Angeles, publicized his statistical survey of the industry, titled "Hollywood at the Crossroads," last April he aroused widespread resentment in the industry. Many thought he was unfair as well as on unstable statistical ground when he made 1946, a decidedly atypical year for the industry, the basis of comparison for his report on current attendance, gross and other statistics to bolster a conclusion that the industry decline is a permanent one. . . .

NOW DR. BERNSTEIN is back in the good graces of many of his erstwhile critics. His June report, embracing a five-point "rehabilitation" program for the industry, contained observations more to their liking, such as the release of distributors' frozen revenues overseas, reopening of the Federal consent decree with authorization to producers to acquire theatres and exhibitors to produce pictures helpful tax legislation and the like. . . . Well, maybe he was a bit hasty at first.

They Invited Him —And He Came!

Two Beverly Hills showmen the other day attempted an enterprise. Their success surprised them. Syd Linden of the Herb Rosener Theatres knew Maurice Chevalier was in town making personals at the Greek Theatre, so he booked an old Chevalier film, "My Seven Little Sins" at the Beverly Canon. Manager Ed Harris without much hope invited Chevalier to drop in, for curiosity perhaps, or nostalgia.

Whatever it was, quite possibly even a trouper's gesture, it happened: Chevalier strolled in. Coincidentally, movie reporter Fred Fox of the Mirror News was in the house, and interviewed Chevalier. Results, one big and several smaller news breaks, publicity for the theatre. And for Chevalier.

French Exhibitors May Shun 'Commandments'

Special to THE DAILY

PARIS, July 5 (By Air Mail) French exhibitors have received a suggestion from A. Trichet, president of the Exhibitors' Federation, that they refuse to play "The Ten Commandments."

The picture so far is playing only at Paramount's theatre in Paris, and at Deauville and Vichy.

Trichet told Paramount his followers objected to terms of 50 per cent of revenue, and another 30 per cent for advertising; and that the theatre owners would prefer to budget their own promotion.

When Paramount refused, he wired producer Cecil B. DeMille the company's conditions were against French law; and he proposed showing the film in two episodes.

Mr. DeMille replied his work was "beneficial to mankind," indivisible, and "wondered" what Frenchmen would think if Rodin's sculpture, "Hand of God" were cut in two.

After this reply, Mr. Trichet wired his members suggesting they refuse to buy the picture.

"War and Peace"; over which French theatre owners and Paramount also battled, so far has appeared in only 15 theatres.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center • CI 6-4600
CARY GRANT · INGRID BERGMAN
in
"INDISCREET"
A Warner Bros. Release
and GALA NEW STAGE SPECTACLE

MOTION PICTURE DAILY. Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane. Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Floyd E. Stone Pboto Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager. TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Vincen Canby, Eastern Editors. Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; Telephone HOllywood 7-2145; Washington, J. A. Otten, National Press Club, Washington, D. C.; London Bureau, 4, Bear St. Leicester Square, W. 2, Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in th principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefelle Center, New York 20, Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Leo J. Bradv, Secretary. Other Quigley Publications: Motion Picture Herald. Better Theatres and Better Refreshment Merchandising, each published 13 times a yea as a section of Motion Picture Herald; Television Today, published daily as a part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fame. Entered as secon class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign. Single copies, 10c

PEOPLE

merson Yorke, producer, has been aged by the U. S. Information ncy to make a picture based on current Minnesota Statehood Cennial. The film will deal with the e ties existing between the U. S. Scandinavia, and the part which latter played in the development he state.

☐

. Paul Kershner, Jr., who has been stant manager of the Stanley War- Dixie Theatre, Staunton, Va., has n named manager of the circuit's sonie Theatre in Clifton Forge, Va.

☐

ack Keppner, assistant manager of w's Palace Theatre, Hartford, has gned. He will announce a new iation shortly.

☐

ranklin E. Ferguson, promotion ef of the Bailey Theatres, New ven, Conn., has been named to the lic relations committee of the New ven Area Tuberculosis and Public alth Association.

☐

arl M. Kuechenmeister, formerly ount executive in Detroit for Wild- Picture Productions, Inc., has been ointed manager of the Pittsburgh s office of the organization.

☐

avid Jones, who had been puby director for RKO Radio in Lon, has joined Associated British Pic- Corp. as controller of publicity advertising. He will maintain ofs both at the Elstree Studios and in don.

☐

aurice Maurer, managing direc- of the Mayfair Theatre here, has gned effective immediately. He announce his future plans shortly.

☐

ay McNamara, of the AB-PT Al- Theatre, Hartford, has been named atre division chairman of the Great- Hartford Cerebral Palsy Associa-.

unkirk' to U.S. in Fall

he British film "Dunkirk" has been for its American release by M-G-M the autumn season. The Michael con-Ealing Production was honored ts premiere at the Empire Theatre, don, by Queen Elizabeth and the ke of Edinburgh. The film tells story of the evacuation of British ps from France during World War

Report Detroit Set to Ease Curfew; Theatres Safer than Streets: Brown

Special to THE DAILY

DETROIT, July 7—It seems probable Detroit theatre owners will finally get a break in an important segment of business previously hamstrung by obsolete curfew ordinances.

Up to last May 15 youths under 16 unaccompanied by adults had to leave theatres at 10:30 P.M. When amended then, the time was set back to 11:00 P.M., but the age limit raised to 17 on Friday evenings.

Harold Brown, president of United Detroit Theatres, pointed out that among other things the Friday curfew, other than motion pictures, was 1:00 A.M. Saturday. He felt it unwise to throw the teen-agers out on the streets with two hours of loitering permitted. He felt the youngsters would be far better off in theatres.

Other Revisions Suggested

Other problems may be solved, too. G. Edwin Slater, Detroit Corporation Council, will recommend special categories for those between 14 and 16. Presently those from 14 to 17 are in one group, yet are all on the high school level. Joseph H. Landau, chairman of the Youth Committee, said it would not endorse this, but had no real objection. Inspector Francis Davey, Police Youth Bureau, and Chief Margaret Conway of Women's Division of the Police Department confirmed teen-agers in theatres were no police problem. The Mayor's Commission on Youth and Children approved the recommendations of the council.

Only a Single Dissenter

Only dissonant voice was that of Mrs. Claude A. Moore, president of the PTA. She felt those under 16 too young to stay out, would remain until the last moment, and still delay to get something to eat before starting home.

G.U. of Australia Net Shows Increase for '57

Special to THE DAILY

SYDNEY, July 3 (By Air Mail) Greater Union Theatres showed a slightly higher profit for the year ended December 31, 1957. Ordinary dividend payments will be higher, too, but the net profit is considerably lower than the preceding year's if the 50 per cent cut in provision for television is taken into account. A profit of £228,620 (approx. $514,400) for the year was disclosed, £3,559 (approx. $8,000) more than last year. Provision for television contingencies this year was only £100,000 (approx. $225,000), whereas last year it was twice that amount, £200,000. Profit before allowing for this contingency is £328,620 (approx. $739,400), a decrease of £96,441 on the year.

With this year's anti-TV provision included, G.U. has now provided £650,000 in the past four years against the effects of television. This year's profit is also struck after allowing undisclosed tax and £31,088 for outside shareholders.

G.U.T. is owned jointly by the Rank Organisation and the Australian public through Amalgamated Holdings Ltd., which was formed by the amalgamation of four holding companies some months ago. At the time of the amalgamation, it was expected that the dividend rate would be maintained at 8 1/3 per cent, however, the dividend has been increased to 10 per cent. Dividend distributions are raised £36,000 to £186,000.

Payments are: to the Rank Organisation—£80,500 (approx. $181,125) on its 50 per cent holding of ordinary shares; to Amalgamated Holdings—£80,500 on its 50 per cent interest in the ordinary capital and £25,000 on the preference shares. The total payout—£186,000—compares with £150,000 in 1956.

Empire, Dallas, Moves To New Headquarters

Special to THE DAILY

DALLAS, July 7.—Empire Pictures Distributing Co., and its subsidiary, General Films Distributing Co., has moved to new quarters here at 412 South Harwood St., the offices formerly occupied by Republic Pictures. Republic product is now being handled in this area by GFDC, as are the films of American International Pictures.

The screening room at the new address has been completely remodeled, with new CinemaScope equipment and sound, and new seats.

Leo Keiler Dies at 70

PADUCAH, Ky., July 7.—Leo F. Keiler, president of Columbia Amusement Co., which operates theatres here and in Murray, and a business and civic leader in the area for many years, died at Western Baptist Hospital at the age of 70.

... NEWS ROUNDUP

'Vikings' in London Today

A capacity audience, including many of the most prominent figures in the civic, social and diplomatic life of London, is expected to attend tonight's European benefit premiere of Kirk Douglas' "The Vikings" at the Leicester Square Theatre in the British capital. Proceeds from the opening will aid the Duke of Edinburgh Award Scheme. Douglas will attend, as will Robert S. Benjamin, chairman of the board of United Artists, distributor of the film, and Arnold M. Picker, UA vice-president in charge of foreign distribution.

■

33 Showing 'South Pacific'

The Tivoli Theatre, Toronto, on Thursday will open Rodgers and Hammerstein's "South Pacific." At that time, there will be 33 principal communities of the U.S. and Canada showing the Todd-AO feature on a road-show basis, it was announced yesterday by Martin Sweeny, Jr., general sales manager of Magna Theatre Corp., distributors of the feature.

■

'Caravan' in Springfield

The Strong Caravan of Light has been booked in Springfield, Mass., for July 11, at the Round Hill drive-in theatre, for a midnight demonstration of the new blown arc against the drive-in's installed equipment. The screen at the Round Hill is 106 feet wide.

■

To Raze Portland Theatre

The Blue Mouse Theatre, oldest film theatre in Portland, Ore., will be torn down to provide additional parking space. The Blue Mouse Corp., headed by S. W. Forsythe, has leased the Capital Theatre Building.

Ask to Sell Two Houses

The New Buffalo Amusement Corp., a subsidiary of Loew's Theatres, has petitioned Judge Edmond Palmieri in New York Federal Court for an amendment to the Loew divorcement decree to allow them to dispose of the leasehold on the Kensington and Elmwood theatres in Buffalo.

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Dallas
Texas

GEVAERT
(CANADA) LIMITED
345 Adelaide St., West
Toronto 2-B
Ontario

Professional
MOTION
PICTURE
FILMS
release positive

Wobber 'Aide'

(Continued from page 1)

profit of $6,200 for an initial investment of $1,700.

But under questioning by Embassy attorney Robert D. Raven, Wobber steadfastly insisted:

¶ That he never considered himself a partner in the Embassy but rather as an indulgent former employer who wanted to give a helping hand to "long and faithful" employee Dibble, who for years managed Wobber's affairs, including the side business of the Ten-O-Win bingo game which the Embassy still features. McLean was the inventor of the Ten-O-Win device.

Denies Transfer Intention

¶ It was not true that he acquired his 55 per cent holdings in the Embassy in order to eventually turn the house over to Fox.

¶ His main and only purpose in bowing out of the Embassy operation was that "I considered it unethical for a man to be in the distribution and exhibition business at the same time."

¶ That he had never entertained dreams with Dibble and McLean for a Northern California theatre circuit, although he admitted he "might" have "helped the boys" with cash if they had wanted to expand.

Letter Introduced

Raven countered Wobber's denial of a circuit project with a letter to Dibble in Wobber's handwriting, which said in part:

"I have never been happy about the failure of our pet idea of theatre expansion. Department of Justice investigations brought about the killing of that idea. Otherwise, it could have worked out properly, and of that I am certain."

The witness explained to Raven he probably meant a reference to the government's drive to halt theatre expansion among the big circuits then under distributor-producer control. When Raven attempted to press the point that the Government's intention was to discourage monopoly and encourage growth of independents, Wobber shrugged off the suggestion.

Deposition Quoted

In reference to Wobber's explanation that he "wanted out" of the Embassy enterprise because of "ethics," Raven introduced the witness's deposition made in the Government Paramount case, in which Wobber denied at that time having an interest in any theatre, including the Embassy. Again Wobber insisted his was not an "interest" but merely a gesture of rewarding "faithful employees."

Raven's exasperation was beginning to show when Judge Murphy interrupted the questioning.

"I want to know," the judge told the witness, "your peculiar and abiding interest in these partners, these faithful former employees. Were they old and decrepit men?"

They were not, Wobber admitted.

"Did you ever extend such largesse to other former employees?" the judge asked.

Wobber could not recall any such other instances.

Next the court wanted to know if there was any reason in addition to the "ethics" which caused Wobber to pull out of the Embassy after 18 months with a $6,200 profit on a $1,700 investment.

"The movie business is a hazardous one," Wobber replied.

"It seems to me the Embassy did all right by you," retorted Judge Murphy.

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Twilight for the Gods

(CONTINUED FROM PAGE 1)

clergyman; Arthur Kennedy, as first mate, and Richard Haydn, British beachcomber, who tells Truex to take care of the souls while he takes care of the sinning.

To keep afloat they have to pump constantly. In spite of the ever-present fear of disaster, Miss Charisse falls in love with Hudson, while Kennedy is making advances to her. Only Kennedy and some of the crewmen want to put into Hawaii. In the course of the journey there is some fine native dancing and two lovely new songs with two old ones. The new ones are "Here Ta Tou Ite Fare" (On Our Way Home) and "Tiare" (Lovely Flower of Tahiti), presented by Hawaiian native groups. Both ought to become popular on records and help in the exploitation of the picture. There are some touches of restrained humor, but the danger of the sea broods over the daily life.

Hudson, as the captain who battles both the sea and a desire for strong drink, is impressive throughout. Miss Charisse is beautiful to look at and convincingly serious in her desire for a man "who will look at her as though he had never loved a woman before." She knows she faces a two-year term if the ship goes to Hawaii for repairs; Hudson knows it, too—something that adds a novel turn to the romance.

It's a human, moving story, carefully directed by Joseph Pevney and produced by Gordon Kay. The photography by Irving Glassberg is beautiful. These elements, plus the lure of the traditional romantic South Sea backgrounds, the enormous popularity of Hudson and the sexy beauty of Miss Charisse, provide enough box office ingredients to make the production one of the most important of the year for Universal-International. It will roll up hefty grosses; there's no doubt about it.

Running time, 120 minutes. General classification. Release, in August.

—James M. Jerauld

One Started, Six Finish In Hollywood Studios

From THE DAILY Bureau

HOLLYWOOD, July 7—With the start of one picture in production this week, and the completion of 6 pictures, there were 29 pictures in work.

Started were: "Return to King Solomon's Mines," CinemaScope, MetroColor (Metro-Goldwyn-Mayer).

Completed were: "The Last Blitzkrieg," Clover Prods. (Columbia); "Good Day for Hanging," Morningside Prods. (Columbia); "Corridors of Blood," Amalgamated Prods. (Independent); "Blood Money," Sparta Prods. (Independent); "The Journey," Alby Prods. (Metro-Goldwyn-Mayer); "The Nun's Story," Fred Zinneman Prods., WarnerColor (Warner Bros.).

Carolina Law

(Continued from page 1)

(Talbert has been joined by others in the Spartanburg area) will go in their fight against South Carolina's 'blue laws' will be determined by the results of the magistrate's hearing," Talbert said.

"After a week of telephone conversations and visitors in my office," he continued, "only one person expressed a negative approach to Sunday movies. But he was against any form of public entertainment on Sunday," Talbert explained.

"I have never seen such public sentiment," he added, "after spending a busy week talking to people about the situation."

Talbert was arrested Sunday, June 29, when he openly defied South Carolina's ancient blue laws prohibiting Sunday movies. Taken to the county jail here, the theatre executive posted a $50 cash bond.

Talbert and other theatre managers in the Spartanburg area have retained Attorney Samuel R. Watt, former circuit solicitor, to represent them in the legal fight.

"High Noon" Hits, Pulse Claims

"High Noon," which NTA is releasing on television, achieved a rating of 28.5 and a 58 per cent market share, over KNXT, Los Angeles, Pulse is reporting.

The picture is part of NTA's "Champagne Package."

Pulse asserts the picture outrated "Playhouse 90," "What's My Line," "Climax," "Cheyenne," Ed Sullivan, and "G. E. Theatre."

Maybe They Don't Want Intellectual 'Impulses'

Special to THE DAILY

PARIS, July 5 (By Air Mail) French exhibitors are in a dither these days. The Revolution which created a Fifth Republic and so far is bloodless, also is confusing. None knows Mr. De Gaulle's inner, final, plans, if any. Thus far, the Ministry of Commerce controls the industry. Mr. De Gaulle's Minister of Information, Andre Malraux, would like to control it. He has indicated he'd give it new "intellectual and artistic impulse." M. Delafond, general secretary of the French Exhibitor's Federation, told our Paris representative his constituents are "completely at loose ends." The understanding is, the industry generally would prefer to remain where it is, loose ended, unguided, even misguided.

Predict Aid

(Continued from page 1)

most encouraged by Mr. Barnes' statement that the Loan Policy Board would "reevaluate in the near future" its policy which now prohibits loans for the entire recreational and amusement industry. Such reevaluation, Mr. Harling said, could result in an exception being made for drive-in theatres such as now exists to permit emergency loans for conventional theatres.

Mr. Harling said he and his committee stood ready to assist the SBA with any information it desired pertaining to drive-ins, and that he personally would welcome an opportunity to appear before the Policy Board to discuss the problem first-hand.

Mr. Harling's committee last March requested loan provisions be extended by the SBA to cover drive-ins. This request was denied by Mr. Barnes on the ground drive-in loans would not be in the public interest. Mr. Harling then appealed the decision to Senator Sparkman, and appeared before Frederick H. Mueller, Assistant Secretary of Commerce, and Laurence B. Robbins, Assistant Secretary of the Treasury, who with Mr. Barnes comprise the Loan Policy Board, to request reevaluation.

Senator Sparkman expressed regrets in his letter to Mr. Harling that the SBA action was unfavorable.

Texas Teen-agers

(Continued from page 1)

impressed with their seriousness of purpose, opened the Stevens theatre on July 3 with the proven box office hit "Les Girls." The Stevens, formerly part of the Rowley circuit, was closed last January. Shaw is a June high school graduate, and Gilliland is a student at Highland Park School.

Shaw commented he wasn't interested in appealing to mostly teenagers. Adult audiences, he said, were much easier on equipment. Put more concisely he said, "They don't cut up the seats."

Arthur Sets

(*Continued from page* 1)

ımily entertainment and enjoyment ›gether," Arthur said, "and also en- ɔle us to reach the patron who is ɔw attending motion picture thea- es regularly, and encourage him to ɔntinue to do so and possibly attend ore often.

"The survey will provide valuable ıformation to our company as exhibi- ›rs, and this information, will in turn, e forwarded to major producers and roducing companies for their guid- ıce.

"New motion pictures offer top sto- es, top stars and top productions on ıe large screens, with stereophonic ɔund, and with no irritating interrup- ons. Personal contact with the pub- c in their homes will enable us to ·ll this story most effectively.

Ticket Specially Priced

"As an inducement to the public › answer our survey questions, we lan to make available a specially riced admission ticket, which will e sold and delivered directly to the uyer at the time the survey informa- on is obtained. The stream of stories hich has been released recently on ıe lack of employment available to igh school and college students, rompted our decision to put the sur- ey in their hands, and through the ıle of tickets, enable them to earn ‹tra money," Arthur concluded.

The survey questionnaire will ɔver the number of people in the ımily; adults and children under 12; hich theatres are usually attended; ɔw often, and if infrequently, why; hat type of motion picture is pre- ·rred; favorite movie actor and ac- ess; what media affect the decision n what motion picture to see; and hat mode of transportation is used › reach the theatre selected; plus, of ɔurse, the name and address of the erson being interviewed.

Rank Changes

(*Continued from page* 1)

ank Organisation's Newsreels and pecial Features Division.

These changes, said Mr. Green, are esigned to meet the challenge of tel- vision, and ensure that the Rank ewsreels thus become the first in the orld to adopt a realistic and effective ew approach in keeping with today's ·ends. Changes are being made both ı presentation and content. The ewsreels will no longer consist of ictorial reviews of current events; ıey will be more concerned with the ews behind the news, with human ıterest stories, and with spectacle.

We will leave the field of 'hot' news › television, said Mr. Green, and we ill become a news magazine. In ad- ition, the commentator of Gaumont- ritish News will no longer be a dis- mbodied voice; he will appear on the creen, introducing the reel, signing off, and frequently interviewing.

Finally, Mr. Green stressed that he ill continue to place cameramen in ll parts of the world. The complete ank newsreels are sent to many verseas territories.

It'll Be A 'New Look' At The TOA Convention

Organizers of the Theatre Owners of America 11th annual convention, Miami Beach, October 21-25, boast its sessions will have a "new look." They cite, for instances:

Cracker Barrel Session
Panels in Reverse
Progressive Symposium
Round Table Bazaar
Trading Posts
Problem Parlors
Expense Saving Panorama
Problem Buster Clinic
10x10x10 Program
Discussion 66
Minute Men Panels

These are suggestions. The sessions will carry some of these titles, and others. The details will go, as the planners develop them, to members, and to the rest of the trade, through its press.

These suggestions are from active members, questioned during two months. They were asked how to make the business meetings different.

Convention co-chairmen, from whom this information came yesterday, are S. L. Gillette, Salt Lake City; Sumner Redstone, Boston; and J. B. Schuyler, Butler, Wisc.

NAB Asks FCC

(*Continued from page* 1)

tain permission from broadcasting stations to pick up their signals.

The NAB said it inteprets the law as giving the FCC authority over such systems. However, if the commission has any doubts about its authority, it should seek legislation from Congress to give it clear jurisdiction, the NAB said in comments filed with the FCC.

NAB said the commission should require operators of community antenna systems to obtain consent in writing from any broadcasting station whose signal is picked up, because the broadcaster has a vested property right in that signal. The association said this is clearly spelled out in the legislative history of the Communications Act.

Not Against 'Satellite' Stations

The association did not oppose the use of "satellite" stations or "translators" but cautioned that they should be authorized only in areas where there is no local television service.

Furthermore, NAB said, if a local live TV station begins operations in an area already covered by satellites or translators, the latter should be required to give the same kind of service as the local station or go out of business after a reasonable time for amortization.

Castle In 'Camera' Series

William Castle, who's been writing, directing, and making pictures for theatres and television alternately and simultaneously, will be one of three producers in the new General Electric half-hour series this fall, "Man with a Camera." His latest was "Macabre" for Allied Artists.

Television Today

Claim a 'First'

Gauge in Hand, Screen Gems Guinea Pig Audiences Will Register Approval

Screen Gems from here on will submit to test audiences all its syndicated properties, and then present films and audience reaction statistics to agencies and sponsors.

George Frye and Associates, research firm, will supervise tests. It gives to preview audiences a questionnaire, and to each member an electronic gauge. He registers reaction: the gauge communicates to a central graph which correlates audience reaction at 15 second intervals.

Used on Coast Last Week

Screen Gems tested an audience last week in Los Angeles, for "Rescue 8." It put against it four "control films," certified as "average." It announced, "Initial 'Rescue 8' episodes scored extremely well."

Pierre Marquis, Screen Gems director of sales planning and research, commented: "For the first time, we can get an objective evaluation of the rating potential of a series before it hits the air."

"Father Knows Best" Starts Fifth Year

Screen Gems' "Father Knows Best" series began its fifth year in production yesterday when producer Eugene B. Rodney put "Always Plan Ahead" before the cameras. Starring Emmy award winners Robert Young and Jane Wyatt, the permanent cast also includes Billy Gray, Elinor Donahue and Lauren Chapin. Peter Tewksbury inaugurates his third year as director of "Father Knows Best" series with the new productions, with Herb Wallerstein also in his third year as assistant director.

New Web, Same Sponsors

The series moves from NBC to CBS-TV for the 1958-59 season, where it will be telecast Mondays 8:30 P.M., again sponsored by Scott Paper Company and Lever Brothers.

Walliser Joins MBS As Administrative Head

Blair A. Walliser has resigned his post as eastern manager for the John W. Shaw Advertising Agency of Chicago to become administrative vice-president for the Mutual Broadcasting System, it was announced by Armand Hammer, MBS president and board chairman.

Walliser has been a broadcast executive for the past 25 years, with experience in both radio and television expanding his broadcast activities closer to the 29-year mark. As manager of the Shaw agency's offices here he was account supervisor on the Colgate-Palmolive Company account serviced by the agency.

They Don't Know TV; Let's Use Them

Seven who never have written for TV will write the first 16 episodes of ABC-TV's "The Naked City." Producers Herbert B. Leonard and associate Sterling Silliphant say they want new talent and approach. The writers are Meyer Berger, "New York Times"; Bob Sylvester, "New York Daily News"; St. Clair McKelway, "New Yorker"; Tom Gallagher, "Pageant"; Charles Jackson, and Sam Ross, novelists; and Edmund Love. The requirements: that they never were associated with TV, and that they know their own fields, how to tell a short story, and New York.

TV Set Production Shows Drop for May

From THE DAILY Bureau

WASHINGTON, July 7. – Television set production in May dropped well below April levels, the Electronics Industries Association reported.

It put May production at 266,982 sets, compared with 302,559 in April and 342,386 in May of last year. Production for the first five months of this year was 1,790,840 sets, compared with 2,178,361 sets in the like 1957 period, EIA said.

A New 'Authentic' Western On NBC-TV

Kraft Foods and Sealtest will sponsor a new, "authentic" western on NBC-TV beginning October 8. It will be "Bat Masterson," about the renowned U.S. Marshal, gunfighter, Indian Scout. Gene Barry will star. J. Walter Thompson is agency for Kraft; N. W. Ayer, for Sealtest. Both are National Dairy Products companies.

Hough in Station Post

Hal Hough, since 1952 program director of WCBS-TV here, has been named director of program services for the company-owned stations of the CBS Television Network, it was announced yesterday by Craig Lawrence, vice-president in charge of CBS owned stations for the CBS television station division. The appointment will become effective July 14.

Film Ads Hit

(Continued from page 1)

the responsibility on the advertising departments in New York, as well as on local theatre operators, some of whom, he said, revamp advertisements to fit their own ideas of merchandising. Summing up, he said there is a general "lack of imagination" in the preparation of advertising.

Shurlock also held the advertising situation to be extremely bad, comparing it to the old carnival type of ballyhoo.

Wald Tells of 'Roadblocks'

Wald, leadoff speaker for the workshop, sponsored by the Motion Picture Industry Council in cooperation with the Los Angeles city high schools, gave an account of conditions confronting the producer. He reviewed roadblocks to creative efforts from preparation to final verification at boxoffice. "The world needs more nonconformists, in motion pictures as well as other fields. Good writers do not copy last year's hit. If we try to copy yesterday's hit, we are doomed to failure," Wald said.

Referring to the competitive medium, Wald said, "TV has a monopoly on mediocrity; that's why I'm not making westerns."

Shurlock paid tribute to Martin Quigley for having written the Motion Picture Production Code, with the help of Rev. Daniel A. Lord, at the behest of producers who years ago sought self-regulation.

Points to Other Nations

Shurlock spoke of the Code's aim to advise producers on how to treat subject matter within the confines of decency and good taste, but not what subjects to choose. He called attention to censorship control by governments in 48 different countries, which find it easier to censor the audiences that should see particular films.

Edwin Schallert, retired motion picture and drama critic for the "Los Angeles Times," called attention to changes taking place in motion pictures, not all blameable on TV, of its maturity over a span of years and its ability of overnight discovery" of new stars, "as in the case of Joanne Woodward," which might normally have taken five years.

Schallert spoke of the demand upon newspaper critics to reach the "bread and butter" reader on films he might be interested in.

Mrs. Samuel Ullrich, presenting a teacher-parent point of view, saw no reason to "uphold the dollar sign" as an excuse for salacious, sensational sex-drawn ads.

Free Screen Defended

Upon complaint that films like "Blackboard Jungle" create wrong impressions abroad, Wald sprang to the defense, claiming, "a free screen enables us to criticize certain aspects of our own life that fearful producers abroad would not dare to approach. We in America should be proud of opportunity to call attention to changing mores on the screen, as a means toward relieving such conditions."

Holiday Grosses Were Good

(Continued from page 1)

$32,222 for its first five days. The Odeon, with $25,500 projected for the week, would be racking up the best week's business the theatre has enjoyed since being taken over by B. S. Moss in December.

Showing "remarkable staying power" was the dual engagement of "The Vikings," playing side-by-side on Broadway at the Astoria and Victoria theatres. The film, in its fourth week, took in $22,440 in the Thursday-through-Sunday period at the Astor and $17,620 at the Victoria.

Although below capacity, but still doing very well, were "Kings Go Forth," at the Capitol, which took in $42,320 for the four days and had between $58,000 and $60,000 projected for the week, and "The Bravados" at the Paramount, which took in $27,000 in four days and expected $39,000 for the week. "King Creole" at the State was not quite up to the theatre's expectations but did well with $17,200 for four days and an expected $26,500 for the week.

'Hard Tickets' Sell Well

Leading the hard-ticket attractions was "Gigi" at the Royale, which enjoyed another capacity week. Also doing very well were "Around The World in 80 Days," in its 90th week at the Rivoli, and "The Bridge on the River Kwai," which brought in $15,000 in the three-day weekend in the middle of its 29th Broadway week. "South Pacific," at the Criterion, did capacity business in the evenings but somewhat less at matinees for a total of $34,723 for its 15th week. "Windjammer," maintaining an even pace, took in $21,000 in four days with $32,000 seen for the week.

An official of Loew's Theatres reported business "very good here and out of town, especially in the situations playing either 'The Vikings' or 'Kings Go Forth.'" The only questionable area was in some drive-ins, which did not do business up to expectations.

Loew's Houses Filled

Loew neighborhood houses in the New York area all did well with either "Witness for the Prosecution" or "Paris Holiday." In San Francisco, the first engagement of MGM's "Imitation General" at Loew's Warfield topped all previous MGM attractions with the exception of "The Brothers Karamazov."

Also particularly strong out-of-town was "The Key," which in the three-day weekend period took in $8,250 at the Beverly Hills in Los Angeles and $7,000 at the Ontario in Washington, both small houses.

An RKO Theatres executive reported "very good" business both here and out-of-town for the weekend. "We were very lucky," he said, "to have top attractions available for the weekend playing time." These included "Marjorie Morningstar," "No Time for Sergeants" and "The Vikings."

REVIEW:

Rooney

RFDA

The very British Rank Organizatio here pays tribute to the Irish in a ser timental but rollicking comedy that consistently fun and is well wort any increased exploitation effort whic might be necessary to put it acros Incidentally, the picture's equally ro licking title song has been recorde and can play a major part in any suc exploitation.

John Gregson, one of the brigl performers of the popular "Gene vieve," is fine in this film's title rol that of a good-natured Dublin "dus man" (garbage collector) who o weekends stars on a local hurlin team. His principal problem is tha because he is a bachelor, he is cor sidered fair game by all of Dublin widowed landladies and their daugl ters. In the 11 months before the stoi opens he has been forced to move h lodgings five times, always resolut in his desire to remain in uncompl cated bachelorhood.

Finally he lands in the pleasan middle class household run by a pa ticularly calculating widow, Mar Kean, and whose other occupants ir clude a marriageable daughter, Jur Thorburn; an extremely plain-lookin orphaned niece, Muriel Pavlow, an the bed-ridden grandfather, Barı Fitzgerald.

At first the widow and her daugl ter are scandalized when they find oı Gregson is a dustman, but when the learn of his fame as a hurler, eac sets her cap for him. However, it the plain Miss Pavlow who, with tl help of her grandfather, wins the da It's nothing if not a simple story, bı told in incidents that are full of ze and humor and dialogue that is fresh than that of most screen comedies.

Gregson is fine as the earnest, b leaguered dustman and Miss Pavlo is most appealing in a role that drawn directly from Cinderella. Barı Fitzgerald is always good, of cours but he has an especially worthy fc in Miss Kean, his penny-pinchir daughter-in-law. George H. Brow produced and George Pollock directe the screenplay by Patrick Kirwa based on a novel by Catherine Cool son.

Running time, 88 minutes. Gener audience classification. June releas

VINCENT CANI

Four More U. K. Units To Get 'South Pacific'

From THE DAILY Bureau

LONDON, July 4 (By Air Mail).—"South Pacific" in Todd-AO will open in four more provincial cities in mid-September. This is announced by J. F. Pattinson, managing director of 20th Century-Fox here, in conjunction with Sam Eckman, Jr., representing Magna Theatre Corp., following the completion of arrangements with Kenneth Winckles, assistant managing director of Rank's CMA circuit.

The film will play at increased prices for extended runs at the following theatres: Gaumont, Glasgow; Queens, Newcastle; Majestic, Leeds, and the West End, Birmingham.

CMA are also examining the possibility of installing Todd-AO in their leading theatres in other provincial key cities.

Todd-AO was first seen in this country when "South Pacific" opened at the Dominion Theatre, Tottenham Court Road, London, in April.

Student Discount

HARTFORD, July 7. — The independent Jefferson Theatre, Springfield, Mass., has announced that city's first student discount policy. Under the new plan, adults are charged 75 cents, while patrons aged 12 to 17 are admitted for only 50 cents, and children for 25 cents.

French Technicolor Will Close, 'Temporarily'

Special to THE DAILY

PARIS, July 4 (By Air Mail) — Societe Technicolor "will temporarily suspend manufacturing operations," it announced this week. It ascribed its action to "the general depression in the film industry" and it commented that when Technicolor established itself in London, and later in France and Italy there seemed enough business to warrant success of all three.

It added the French company hasn't been making money and has had to raise more to pay its debts. And that it has not been possible to do this and also to finance continued operating losses. It continued, that it has paid debts "other than those due to Technicolor Corporation" and has funds enough to hold the plant intact "until a sufficient revival of business shall warrant it starting up again."

Its representatives will discuss with customers the best methods of executing orders in being.

Rio Has a Festival: 'American Movies'

American motion pictures are being shown in their relationship to our times and their own history, studied, previewed, and acclaimed, at a Festival the Film Library of the Museum of Modern Art of Rio de Janeiro began June 25 and closes August 3 The historic exhibit shows costum and other artifacts of the industr a retrospective cycle, at the Roxy Th atre there, points up growth a trends; a week of seven previews, tl Motion Picture Association coopera ing, will begin August 23; and at tl Palacio Theatre the evening of Augu 30 the Museum will give 12 awar after the fashion of the Academy Motion Picture Arts and Sciences Hollywood. A delegation from th production center will attend, pos bly headed by Eric Johnston, and tl last of the previews will be shown, world premiere.

The Festival title: "History of tl American Movies."

All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

L. 84, NO. 6 — NEW YORK, U.S.A., WEDNESDAY, JULY 9, 1958 — TEN CENTS

ejects British Plea

apan Refuses
o Up Imports
f U.K. Films

ys Increase in Permits
ould Hurt Own Industry

From THE DAILY Bureau

ONDON, July 8—Japanese govern-
nt authorities have again re-
ed to increase the number of non-
lar film import licenses for the
tish Commonwealth Film Corp.
other British companies, a spokes-
n for the Board of Trade said to-
.

he British Embassy in Tokyo had
sented a strong case to the Japan-
for the increase, according to the
T spokesman. In particular they
nplained against the "preferential
tment" given American producers,

(*Continued on page* 6)

obber Is Questioned
n Embassy Finances

Special to THE DAILY

AN FRANCISCO, July 8 — Her-
n Wobber spent his second session
the witness stand today in the Em-
sy anti-trust suit against National
eatres and top industry distributors,
his testimony lacked the fireworks
yesterday's session before Federal
lge Edward P. Murphy. The former
eral sales manager for 20th Cen-
y-Fox and one of the original
ires in the operation of the Em-

(*Continued on page* 6)

elevision Today Page 5

UA Appoints Segal Coast Coordinator

Murray Segal

Maurice Segal has been named West Coast Publicity Coordinator for United Artists, Max E. Youngstein, vice-president, announced yesterday. Segal, who has served as UA assistant publicity manager since May, 1957, replacing Leon Roth, who has resigned to become vice-president of The Mirisch Company.

Segal leaves over the weekend for Hollywood, where he will have his headquarters. As publicity coordinator, he will supervise the preparation and servicing of production and pre-production promotion materials for features being filmed on the West Coast for UA release.

With Fox in 1941

A graduate of the College of the City of New York, Segal entered the film industry in 1941 as a writer at Twentieth Century-Fox. He returned there following three and one-half years of war service.

In 1947 he joined Century Thea-

(*Continued on page* 6)

Mexican Producers See Record Income This Year

From THE DAILY Bureau

MEXICO CITY, Mex., July 8 — 1958 is going to be the best year for Peliculas Nacionales and reap the highest dividends ever if the situation remains as good as it has been during the first five months, according to reports made by each of the nine agencies that cover all the Mexican territory. More than 1,000 theatres work exclusively with product from Peliculas Nacionales, and in Mexico City alone, 45 houses exhibit nothing but their films.

During the first five months of 1958, 31 million pesos have been the total income for the company. They expect to achieve a record during the year, of 75 million pesos.

Para. Sunset Drops Option on 3-D Process

From THE DAILY Bureau

HOLLYWOOD, July 8.—Paramount Sunset Corporation has given up its option on the three-dimensional process of Dimensional Pictures Corp., Jim Schulke, vice-president and general manager of Paramount Sunset, said in a statement issued today.

"On May 29, Sunset took an option

(*Continued on page* 6)

REVIEW:

The Naked and the Dead

RKO Teleradio—Warner Bros.

A LUSTY DRAMA of men at war and of the corrosive effects of military life, this Paul Gregory production translates to the screen the main theme of the extraordinarily successful book by Norman Mailer. Along with this major headstart toward box office success it has outstanding performances by Aldo Ray, Raymond Massey and Cliff Robertson; and direction by Raoul Walsh which, particularly in the jungle warfare scenes, carries the audience along in the assault on the beaches and on a suicide patrol through the Japanese lines.

In this area the picture departs from the story emphasis of the book,

(*Continued on page* 6)

September Start

Payments for B-B Campaign Accelerate

Circuits Bring Cash Total Up; Committee Encouraged

Cash payments for the Business Building Campaign fund have accelerated in the last few days with about $10,000 additional recorded since July 3. Part of this represents the completion of pledge payments by the major circuits but an encouragingly large portion is coming from smaller circuits and individual owners, it is reported.

The five major circuits originally had pledged themselves to pay one third of their commitment for the en-

(*Continued on page* 2)

U.S., English Firms Join in TV Deal

From THE DAILY Bureau

HOLLYWOOD, July 8. — Two American companies joined with two English firms today to form a new television distribution company to be called Independent Television Corporation. Announcement of the project was made jointly by the Jack

(*Continued on page* 6)

Kintner to Head NBC; Sarnoff to Chair Board

At a meeting of the board of directors of NBC, scheduled for Friday, Robert W. Sarnoff, currently the president, will be named chairman of the board, it was learned yesterday. The chairmanship has been vacant since the resignation of Sylvester "Pat" Weaver.

At the same time, Robert E. Kintner, executive vice-president in charge of the TV network, will be elected president of NBC.

OCK HUDSON
YD CHARISSE
TWILIGHT FOR THE GODS
Universal International
CinemaScope
in Eastman COLOR
AS ADVERTISED IN THE AUGUST ISSUE OF
Redbook
7,500,000 PRIMARY READERS
THE MAGAZINE FOR YOUNG ADULTS

PERSONAL MENTION

EDWARD L. HYMAN, vice-president of American Broadcasting-Paramount Theatres, is in Boston from New York.

•

J. MEYER SCHINE, chairman of the board of Schine Enterprises, is in Windsor Locks, Conn., this week from Gloversville.

•

FRANK H. RICKETSON, vice-president of National Theatres, left the Coast yesterday for Chicago. M. A. LUNDGREN, chief film buyer, and GORDON HEWITT, assistant film buyer, will leave there today for New York.

•

HERBERT BAYARD SWOPE, Jr., producer, has returned to Hollywood from New York.

•

LORD BRABOURNE, British producer, has arrived in New York from London via B.O.A.C.

•

CARL PEPPERCORN, vice-president in charge of sales for Continental Distributing, Inc., will leave here today on a Coast-to-Coast tour of key cities.

•

WILLIAM BROWN, of the United Artists home office exploitation staff, has left New York for Hartford and New Haven, Conn.

•

SAMUEL BURGER, of the 20th Century-Fox International home office staff, left here yesterday for London to hold conferences with ALBERT CORNFIELD, company supervisor for England, and JAMES F. PATTINSON, managing director there.

Teachers Can Elevate Film Tastes: Seaton

From THE DAILY Bureau

HOLLYWOOD, July 8 – School teachers can contribute largely toward elevating public taste in motion pictures, George Seaton told 100 high school educators at today's session of the second annual Motion Picture Industry Workshop in Fairfax High School.

Results of classroom discussions with pupils will eventually reach producers and exhibitors to influence the caliber of film fare the public will pay to see, Seaton remarked during two-hour seminar on directors's importance to production.

Drawing a parallel to the present workshop, Seaton reported on the activity of the British Film Institute, whose purpose is to educate the public through little cinema groups in communities often visited by top stars.

Colorado Amendments Eyed by Exhibitors

Special to THE DAILY

DENVER, July 8 – Theatre exhibitors are watching two proposed amendments to the Colorado state constitution which will be on the ballot this fall.

One of the proposed amendments would legalize bingo and raffles when sponsored by fraternal, religious, veterans, lodges and other such non-profit organizations, especially when the proceeds are to be used for charitable purposes. The plan calls for annual licenses at $50, and would allow the organizations to operate bingo and raffles, with a limit set on admissions and prizes.

The other proposed amendment is the so-called "right-to-work" bill, which would outlaw the closed shop.

Needing 48,111 signatures to get on the ballot, the bingo deal came up with more than 62,000, and the "right-to-work" bill with about 52,000.

Hake Joins FPC As Telemeter Executive

Special to THE DAILY

TORONTO, July 8.–Clay V. Hake, who for the past year was in charge of foreign sales and distribution of Cecil B. DeMille's production of "The Ten Commandments," with headquarters in New York, has joined Famous Players Canadian Corporation to assist with the organization of Telemeter developments in Canada, John J. Fitzgibbons, FPC president, announced today.

Hake was Paramount managing director in Australia and New Zealand prior to joining the "Ten Commandments" unit.

K.C. Tower Again Shut

KANSAS CITY, July 8.–The Tower Theatre, large downtown Kansas City film house operated by Fox Midwest Theatres, Inc., was closed tonight following the final performance of "The Bravados."

The closing of the Tower, which reopened about four weeks ago after several months of idleness, was sudden in nature. The future of the house is indefinite and reported depends to a great extent on whether "South Pacific" or some other big picture can be booked.

Hackett Rites Today

HOLLYWOOD, July 8. – Funeral services will be held at Pierce Brothers Beverly Hills Chapel here at 11 A.M. tomorrow for Raymond Hackett, 55, veteran film actor, who died yesterday at St. Vincent's Hospital. Interment will follow at Chapel of the Pines. The deceased is survived by his widow, Blanche Sweet, a star of the silent films, and a son, Peter.

British Producer Sees Hope in U.S. Market

By FLOYD STONE

British producer Betty Box and director Ralph Thomas flew here after three days in Hollywood and Las Vegas and San Diego, and this morning flew to London. They deposited with trade writers whom they and Rank Film Distributors of America treated to brunch yesterday at the Pierre Grill, some impressions, and one strong opinion.

The latter is, Americans who use frozen money, English performers, technicians, facilities, and even special British money under a law (with loopholes, they said) designed to protect the British industry, and who then in showings here term their pictures "American" and in showings in Japan, as an instance, call them "British"–are unfair, and discriminate. Thus, they conceal credit when it is due, give it as it suits their advantage, and generally obscure merit.

See Education Bearing Fruit

Their impressions: that Americans do have trouble with accents, but know plot and personality, and do want to like British pictures, and are being educated (small cars, for instance "as first cars"). And, that English producers should employ American actors, certainly some American writers, enough for a common note.

They were in Hollywood to sign actors for "39 Steps." No deals, so far. They were in San Diego to talk to theatre owners (seven), and customers. Hence, the impressions. They were in Las Vegas to see it. "Wonderful," was their word for it.

They want to sell this market, but not appease it. They are British film makers, they insisted, doing things their own way, and there is a big world outside this country; in fact, when they receive money from here, they commented, they are "thankful, pleased–and very surprised." They are remaking "39 Steps," although it is familiar here, because it'll go well elsewhere. They made "Tale of Two Cities" recently, and although it's been made several times, to them it's the first–because they made it, they said, as a British and hence genuine filming of Dickens.

Expect Most Business from Abroad

They insist British picture making is virtually back to normal, they admit the home market is shrinking and will continue, but they assert the foreign is now 55 per cent.

They added, anent the American market, that while the play is the thing, and their integrity and identity unalterable, after they talked to American showmen they realized they must help them sell. They asked the trade men whether they thought (expense, they admitted, is importa whether it was possible to empl actors "below top rank," and w answered, Yes.

They contributed a thought, fr their experience: it is possible, th said, for some American actors to sp a picture for British and Empire au ences.

B-B Campaign

(Continued from page 1)

tire campaign in advance so that th radio campaign could be launche before the fall. These payments hav now been made or are being completed this week.

As a result the start of the radi campaign, samples for which hav already been made, seems assured b early September. Total cost of thi portion of the Business Building pla is estimated at $300,000. Pilot spot played for exhibitors at several mee ings in recent weeks have brough enthusiastic reaction, according t committee members.

Meanwhile exhibitor associatio are urging their members to send i their payments.

ITOO Bulletin Recalled

A bulletin from the Independe Theatre Owners of Ohio at the wee end urged members to make the contributions "a little more substa tial" than the fixed pledge of on twelfth of one per cent of 1957 fil rentals and further urged that the send at least the first installment wit their pledges.

The bulletin stressed the overa value of the campaign and conclude "This effort is not to the advanta of any particular group. Although a ministered by COMPO it is spo sored by all exhibitor groups an controlled by a committee that i cludes Horace Adams, president national Allied. It is designed to i creasing movie-going to help yo Something must be done and this the only industry program availab can do nothing but good."

C. G. Epperson Dies

PORTLAND, Ore., July 8.–Charl G. Epperson, veteran of 40 years the film industry, died July 4 of heart attack. He was a native of Ev ston, Wyo. He served as branch ma ager for Paramount Pictures in S Lake City and Boston, and for t past three years was employed as sal representative for 20th-Fox in Po land.

AA Board Meet July 1

HOLLYWOOD, July 8.–A regul meeting of the board of directors Allied Artists Pictures has be scheduled for Wednesday, July 16, the studio.

MOTION PICTURE DAILY. Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane. Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Floyd E. Sto Photo Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager. TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Vinc Canby, Eastern Editors. Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; Telephone HOllywood 7-2145; Washington, J. A. Otten, National Press Club, Wa ington, D. C.; London Bureau, 4, Bear St. Leicester Square, W. 2, Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefe Center, New York 20, Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-Pr dent and Treasurer; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 times a y as a section of Motion Picture Herald; Television Today, published daily as a part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fame. Entered as sec class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign. Single copies,

DIG THIS GOLDMINE!

The Public Paid More Than $73,855,000 To See Hardy Family Pictures! Here's The Brand NEW 1958 Version! Pre-sold! Hot For Showmanship!

WHAT FUN!
MICKEY & SON
(He looks just like his Dad, too)
TOGETHER FOR THE FIRST TIME!

FACTS ABOUT "ANDY HARDY COMES HOME"

1. It's NEWS when Mickey's own son makes his movie bow.
2. NEW FUN with the screen's famed Hardy family. Everybody's heard of the Hardys and millions await the new adventures of Andy and Son in 1958!
3. "FATHER-AND-SON" promotion: Newspaper contest — "Vote for the Most Popular Father-and-Son." Tie in with local Kiwanis, Rotary, etc.
4. Song promotion "Lazy Summer Night," Four Preps on Capitol Records.
5. Use the Showmanship Press Book for a hearty Hardy engagement!

M-G-M Presents
MICKEY ROONEY
In
"ANDY HARDY COMES HOME"
Co-Starring
PATRICIA BRESLIN · FAY HOLDEN
With
CECILIA PARKER · SARA HADEN
JOEY FORMAN · JERRY COLONNA
And Introducing Mickey's own Son
TEDDY ROONEY
Written by
EDWARD EVERETT HUTSHING
And ROBERT MORRIS DONLEY
A FRYMAN ENTERPRISES PRODUCTION
Directed by **HOWARD W. KOCH**
Produced by **RED DOFF**

M-G-M
BACK ON
TOP IN
'58!

MOTION PICTURE DAILY'S BOOKING CHART

	ALLIED ARTISTS	COLUMBIA	M-G-M	PARA.	20TH-FOX	UNITED ARTISTS	UNIV.-INT'L	WARNERS	OTHERS
JUNE	THE PAGANS Pierra Cressoy, Helene Remy CRY BABY KILLER Jack Nicholson, Carolyn Mitchell — 62 min. (Rev. 6/20/58) GUNSMOKE IN TUCSON (CS, color) Mark Stevens, Gale Robbins	THE LINEUP Eli Wallach, Robert Keith —86 min. (Rev. 4/30/58) THE CASE AGAINST BROOKLYN Darren McGavin, Maggie Hayes—82 min. (Rev. 5/15/58) LET'S ROCK Julius LaRosa, Phyllis Newman SHE PLAYED WITH FIRE Jack Hawkins, Arlene Dahl—95 min. (Rev. 6/5/58)	THE LAW AND JAKE WADE (CS, color) Robert Taylor, Richard Widmark — 86 min. (Rev. 6/3/58) HAUNTED STRANGLER Boris Karloff, Jean Kent — 81 min. (Rev. 6/9/58) FIEND WITHOUT A FACE Marshall Thompson — 74 min. (Rev. 6/9/58) HIGH SCHOOL CONFIDENTIAL Russ Tamblyn, John ymore, Jr. — 85 min. (Rev. 6/2/58)	HOT SPELL (VV) Shirley Booth, Anthony Quinn—86 min. (Rev. 5/14/58) ANOTHER TIME, ANOTHER PLACE (VV) Lana Turner, Glynis Johns — 98 min. (Rev. 4/18/58) SPACE CHILDREN (VV) Adam Williams, Michel Ray—69 min. (Rev. 6/13/58) VERTIGO (VV, color) James Stewart, Kim Novak — 123 min. (Rev. 5/12/58) THE COLOSSUS OF NEW YORK (VV) Ross Martin, Otto Kruger — 70 min. (Rev. 6/13/58)	FROM HELL TO TEXAS (CS, color) Don Murray, Diane Varsi — 100 min. (Rev. 5/14/58) SPACE MASTER K-7 Bill Williams, Lynn Thomas THE NAKED EARTH (CS) Richard Todd, Juliette Greco—96 min. (Rev. 6/19/58) DESERT HELL (Regalscope) Brian Keith, Barbara Hale —82 min. (Rev. 6/13/58) SHOWDOWN AT BOOT HILL Charles Bronson, John Carradine—71 min. (Rev. 6/10/58)	THE LONE RANGER AND THE LOST CITY OF GOLD Clayton Moore, Jay Silverheel — 80 min. (Rev. 6/3/58) WINK OF AN EYE Johnathan Kidd, Doris Dowling—72 min. (Rev. 6/6/58)	HORROR OF DRACULA (color) Peter Cushing, Melisa Stribling — 82 min. (Rev. 5/6/58) THE THING THAT COULDN'T DIE William Reynolds, Andrea Martin—69 min. (Rev. 5/8/58) THIS HAPPY FEELING (CS, color) Debbia Reynolds, Curt Jergens — 92 min. (Rev. 3/19/58)	DANGEROUS YOUTH Gaorge Bakar, Frankla Vaughan — 98 min. (Rev. 5/16/58)	TERROR FROM THE YEAR 5000 (AIP) Joyce Holden, John Stratten HOT ROD GANG (AIP) John Ashley, Jody Fair HIGH SCHOOL HELLCATS (AIP) Yvonne Lime, Brett Halsey THE FANTASTIC PUPPET PEOPLE (AIP) John Agar, John Hoyt THE PROUD REBEL (BV) (color) Alan Ladd, Olivia de Havilland — 103 min. (Rev. 4/4/58) THERE'S ALWAYS A PRICE TAG (RFDA) Michele Morgan, Daniel Gelin ROONEY (RFDA) Barry Fitzgerald, John Gregson THE BIGAMIST (DCA) Vittorio De Sica, Marcello Mastroianni PLAN 9 FROM OUTER SPACE (DCA) Vampira, Bela Lugosi LIANE, JUNGLE GODDESS (DCA) (color) Marion Michael, Hardy Kruger
JULY	FRANKENSTEIN—1970 (CS) Boris Karloff, Jana Lund UNWED MOTHER Norma Moore, Robert Vaughn QUEEN OF OUTER SPACE (CS, color) Zsa Zsa Gabor, Eric Fleming	REVENGE OF FRANKENSTEIN Peter Cushing, Eunice Gayson — 90 min. (Rev. 6/18/58) THE CAMP ON BLOOD ISLAND Carl Mohner, Andre Morrell — 81 min. (Rev. 6/13/58) THE KEY (CS) William Holden, Sophia Loren—125 min. (Rev. 6/11/58) GUNMAN'S WALK (CS, color) Van Heflin, Tab Hunter—97 min. (Rev. 6/12/58) LIFE BEGINS AT 17 Mark Damon, Dorothy Johnson — 75 min. (Rev. 6/23/58) THE SNORKEL Peter Van Eyck, Betta S. John — [illegible]5 min. (Rev. 6/13/58) CURSE OF THE DEMON Dana Andrews, Peggy Cummins	GIGI (CS, color) Leslia Caron, Maurice Chevalier — 116 min. (Rev. 5/15/58) IMITATION GENERAL (CS) Glenn Ford, Red Buttons — 88 min. (Rev. 6/25/58) TARZAN'S FIGHT FOR LIFE (CS) Gordon Scott, Eve Brent —86 min. (Rev. 7/3/58)	KING CREOLE (VV) Elvis Presley—116 min. (Rev. 5/21/58) ROCK - A - BYE BABY (VV, color) Jerry Lewis, Marilyn Maxwell — 103 min. (Rev. 6/5/58)	THE BRAVADOS (CS, color) Gregory Peck, Joan Collins—98 min. (Rev. 6/4/58) SIERRA BARON (CS, color) Brian Keith, Rip Jason—80 min. (Rev. 6/27/58) THE FLY Herbert Marshall, Vincent Price GANG WAR Charles Bronson, Kent Taylor — 74 min. (Rev. 5/26/58) RX-MURDER (CS) Rick Jason, Marius Goring	THE VIKINGS (color) Kirk Douglas, Tony Curtis — 114 min. (Rev. 5/20/58) KINGS GO FORTH Frank Sinatra, Natalie Wood—109 min. (Rev. 6/13/58) I BURY THE LIVING Richard Boone, Peggy Maurer	A TIME TO LOVE AND A TIME TO DIE (CS, color) John Gavin, Lilo Pulver—132 min. (Rev. 4/1/58) KATHY O' (CS) Dan Duryea, Jan Sterling —99 min. (Rev. 4/24/58) THE LAST OF THE FAST GUNS (CS, color) Jack Mahoney, Linda Cristal — 82 min. (Rev. 6/19/58)	INDISCREET (color) Cary Grant, Ingrid Bergman — 100 min. (Rev. 5/28/58) NO TIME FOR SERGEANTS Andy Griffith, Nick Adams —111 min. (Rev. 5/7/58)	HOW TO MAKE A MONSTER (AIP) Robert Harris, Paul Brinegar WAR OF THE COLOSSAL BEAST (AIP) Roger Pace, Sally Fraser TANK BATALLION (AIP) Don Kelly, Marjorie Hellen THE LIGHT IN THE FOREST (BV) (color) Fess Parker, Wendell Corey —93 min. (Rev. 5/2/58) NIGHT AMBUSH (Rank F. D. A.) Dirk Bogarde, Marius Goring — 93 min. (Rev. 4/25/58) DANGEROUS EXILE (Rank F.D.A.) (VV, color) Louis Jourdan, Belinda Lee THE CAPTAIN FROM KOEPENICK (DCA) (color) Heinz Ruhmann, Hannelore Schroth THREE MEN IN A BOAT (DCA) (CS, color) Laurence Harvey, Jimmy Edwards CIRCUS OF LOVE (DCA) (color) Curt Jurgens, Eva Bartok
AUGUST	NOT SET	BUCHANAN RIDES AGAIN (color) Randolph Scott, William Leslie TANK FORCE (CS, color) Victor Mature, Leo Genn	THE BADLANDERS (CS, color) Alan Ladd, Ernest Borgnine THE RELUCTANT DEB (CS, color) Rex Harrison, Kay Kendall ANDY HARDY COMES HOME Mickey Rooney	THE MATCHMAKER (VV) Shirley Booth, Anthony Perkins — 101 min. (Rev. 5/1/58)	A CERTAIN SMILE (CS, color) Rossano Brazzi, Joan Fontaine QUICK DRAW Hugh O'Brian, Robert Evans TURN OF THE TIGER Stewart Granger, Barbara Rush VILLA (CS, color) Cesar Romero, Brian Keith FLAMING FRONTIER	THE BIG COUNTRY (Technirama, color) Gregory Peck, Jean Simmons LA PARISIENNE (color) Brigitte Bardot CHINA DOLL Victor Mature, LiLi Hua IT, THE TERROR FROM BEYOND SPACE Marshall Thompson THE CURSE OF THE FACELESS MAN Richard Anderson	WILD HERITAGE (CS, color) Will Rogers, Jr., Maureen O'Sullivan — 78 min. (Rev. 6/24/58) TWILIGHT FOR THE GODS (color) Rock Hudson, Cyd Charisse — 120 min. (Rev. 7/8/58) VOICE IN THE MIRROR (CS) Richard Egan, Julie London — 102 min. (Rev. 5/21/58)	THE NAKED AND THE DEAD (CS, color) Aldo Ray, Cliff Robertson BAD MAN'S COUNTRY George Montgomery, Neville Brand—68 min. (Rev. 5/26/58) THE OLD MAN AND THE SEA (color) Spencer Tracy — 86 min. (Rev. 5/21/58)	THE GYPSY AND THE GENTLEMAN (RFDA) (color) Melina Mercouri, Keith Michell WINDOM'S WAY (Rank F. D. A.) (color) Peter Finch, Mary Ure LISA (DCA) Maria Schell, O. W. Fischer SENECHAL THE MAGNIFICENT (DCA) Fernandel, Nadia Gray

KEY: SYSTEM: CS—CinemaScope; VV—VistaVision; (Rev.) Motion Picture Daily Review Date.

'IEW:

e Littlest Hobo

ed Artists

Hollywood, July 8
hoppers for that "something dif-
nt" could be attracted to this un-
al story of a vagabond German
pherd dog, possessed of human
lities and understanding.
'he stars of the film are the dog, a
b, and a variety of location shots
and around the city in which the
on occurs. Situations that take
ce in traffic, dumps, shipyards, rail-
d yards, piers and waterways run-
g through the city, among others,
expertly photographed by Perry
nerman and Walter Strenge to add
igue to the simple story of a dog
h human traits.
'here is very little dialogue in Dor-
McGowan's imaginative screen-
y, but Charles Rondeau's direction,
ably assisted by the dog London's
ner, Charles Eisenman, proves the
ige "one picture is worth 10,000
rds."
Punctuated by Ronald Stein's im-
ssive background music, the story,
ntaining a number of cliches, built
the dog's ability to perform some
allenging tricks, introduces London
a "hobo" dog and compares his lot
life with that of human "rail hop-
-s," who stop at a town for a
ile, perhaps make a friend and
en move on.
The main action starts when the
g rescues a lamb from a slaughter
use operator, after a youngster, at-
hed to the lamb, is forced to give
n up because he's grown too large
his home. The situations involve
e dog's search for the boy, the gov-
nor's daughter who becomes at-
hed to the lamb, and misunder-
nding grown-ups.
The film merits special handling to
rdle the lack of marquee value. It
s pulpit appeal, and schools,
urches, societies of every nature
ould be contacted for a favorable
ng. An engaging song, with care-
ee lyrics, "Road Without End,"
ritten by Stein, has been recorded by
erve Records, with a vocal by Randy
parks, who sings the thematic music
er the main title, as well as other
rts of the film for plot progression.
ne record is a natural to help in
e pre-sell campaign.
The film was produced by Hugh M.
ooker and his associate, Forrest L.
oyse.
unning time, 77 minutes. General
udience classification. July release.

—Samuel D. Berns

Zanuck 'Roots' Ready; Runs 2 Hrs., 20 Min.

Final shooting on Darryl Zanuck's
The Roots of Heaven" was complet-
d in Paris over the weekend and a
ough cut is already available, Zanuck
ired Spyros Skouras, president of
0th Century-Fox, yetserday. In its
resent form the picture runs 2 hours
nd 20 minutes and will probably re-
uire no further cutting.
The film is scheduled to go into
elease late this year. It was directed
y John Huston.

Television Today

New Television Studio To Open in Mexico

Special to THE DAILY

MEXICO CITY, Mex., July 8.—New studios have been constructed in Mexico, and will be opened next month, designed exclusively for the production of short films for television. Cinematografica Americana is the name of the new company, which is starting business with an investment of more than two million pesos, under the management of a Mexican technician, Samuel Rodriguez Saucedo. Only one other studio is presently operating in Mexico to make short films for TV.

Immediate working plans include production of 15 shorts, which have already been sold to Telesistema Mexicano, S.A. During the coming months of 1958, 50 more will be produced.

NBC News Show Now on Electronic Syndication

A television "first"—electronic film syndication—is taking place each day on "NBC News—The Huntley-Brinkley Report."

Participating stations now may tape or kinescope all filmed portions of the show direct from the NBC-TV network circuit for later use on their local news programs. Formerly, syndication consisted of mailing the film air express to each station, with a resulting loss of time—a vital factor in the news operation.

WDSU Is First

WDSU in New Orleans is the first station to take part in the electronic syndication plan with another NBC-TV network affiliate—KDYL in Salt Lake City—scheduled to start Sept. 1.

One Man's TViews

By Pinky Herman

If THERE's a way of increasing prizes for contestants on the stage or at home, Producer Walt Framer is sure to seek and find it. Yesterday, after the quizzer, "For Love Or Money," went off the air at 10:30 ayem, Walt informed the staff that "money machine" must be fixed so that the "dollars" will appear much oftener than the "pennies." . . . After six years as producer of the "Today" NBC-TV'er, Jac Hein bows out of the program. Following a month's vacation in the Rockies, Jac returns to Gotham for another assignment. . . . Douglas Crawford and Nancy Ellitt Nugent have formed a new theatrical production firm, Ulysses, Productions, Inc. which will soon start production on two properties, a feature motion picture, "When the Bough Breaks," an Off-Broadway play which will be filmed in New York next year and a teleseries, "Karmesin," scripted by one of England's top authors Gerald Kersh. Headquarters for Ulysses Prod. is at 510 Madison Ave in N.Y.C. . . . The excellent cuisine at the Yonkers Lighthouse is but one of the two important factors that regularly attracts video and radio personalities including Garry Moore, Durward Kirby, Joe Given, Jackson Beck, Hugh James, to mention a few. The dextrous fingers of the Kapp Records Artist Eddie (piano) Miller at the keyboard, proves a perfect complement for the food and scenic setting.

☆ ☆ ☆

Gertrude Berg

CBS-TV producer Julian Claman is in town from Hollywood to sign a star for the forthcoming "Playhouse 90" drama "The General's Other Son," by Andrew McCullough. He's also discussing plans with Gertrude Berg which call for "Molly" to adapt and star in a special "CBStudio One" comedy this September. . . . Sudden thawt; has anyone called our 49th State, "Atlaska" . . . . Pepper Davis and Tony Reese, just back from a successful engagement at Club Pigalle in London and where they scored on "Chelsea At 8" TV'er, will open at the Beverly Hills Country Club in Covington, Ky., July 18. Team is a cinch for a regular TV berth. . . . John McArdle, upped from his post as account exec at M.B.C. (New York) to manage that net's Washington, D. C. outlet, WTTG. . . . Producer Goffredo Lombardo has signed the "Continental," Renzo Cesana, to portray Anthony Franciosa's brother in the flicker, "The Naked Maja," currently being filmed in Rome under the direction of Henry Koster for United Artists release.

Screen Gems Sales Show 150% Jump

Screen Gems' syndication sales volume for the first six months of 1958 exceeded that of the same period last year by more than 150 per cent, according to Jerry Hyams, vice-president in charge of syndication of the Columbia Pictures' TV subsidiary. The increase was attributed in large part to the most recent sales on four major series of films released for station programming during the period: the Burns & Allen series, the "Son of Shock" feature group, the "Three Stooges" comedy shorts and the "Triple Crown" anthology feature group.

Will Add Feature Films

During the next six months, Hyams said, Screen Gems will continue to add to its catalog feature films and rerun series. "But our chief reason for expecting still further increases in our syndication sales volume is the entry of the first-run 'Rescue 8' series, which we're now screening for major regional advertisers, and of still another first-run series in September, which will be ready for debut in January, 1959."

Eastman, Quaker Oats Sponsor 'Ozzie' Series

Eastman Kodak Co. and The Quaker Oats Co. will share sponsorship of "The Adventures of Ozzie and Harriet" for the 1958-59 season on ABC Television, starting Oct. 1. With the start of the new season on Sept. 24, the program will be seen at a new time, Wednesdays, 8:30-9 P.M., E.D.T. The program will continue to be broadcast during July, August and through Sept. 17 on Wednesdays, from 9 to 9:30 P.M., under the sponsorship of Eastman Kodak.

Thompson Is Agency

Eastman Kodak sponsorship of the series for the third consecutive year is in behalf of its picture taking, development and projection products. Quaker Oats sponsorship will be in behalf of its breakfast cereals, pancake and baking mixes and pet foods. J. Walter Thompson Company is agency for both sponsors.

New York Product

Sound effects and re-recording for "The St. Louis Bank Robbery," purchased by CBS for $200,000 was done in New York. The sound effects were completed under the direction of Norman Kasow at Filmsound Studios. The re-recording work on the Charles Guggenheim production which tells the story of an actual bank robbery, was done at the Metropolitan Studio under the supervision of Winnie O'-Keefe.

Mexican Producers Eye India as New Market

Special to THE DAILY

MEXICO CITY, Mex., July 8 – The Mexican moving picture industry is currently studying India, as potential large market for her pictures. India has more than 4,000 theatres and more than 360,000,000 population. There have been signs of an increasing interest there in Mexico and Mexican life.

All these circumstances have induced Lic. Eduardo Garduno, president of the Banco Nacional Cinematografico, to endeavour, during his visit to Berlin, to establish a contact with some of the most important Indian companies. Lic. Garduno is very optimistic about the results of his efforts.

U.S.,U.K. Firms

(Continued from page 1)

Wrather Organization of Beverly Hills; Carl M. Loeb, Rhoades & Company of New York; Associated Television, Ltd.; and Incorporated Television Programme Company, Ltd., both of London.

The new company will have an initial capitalization of $2,500,000 and a production budget for the first year of $10,000,000. Wrather and ATV-ITP have pledged to deliver annually a minimum of four and up to ten series of 39 programs. In addition the company expects to acquire for distribution here and in England leading series already being exhibited on networks. Co-production of an international series by Wrather and ATV-ITP is also contemplated.

Acquired Muzak

The Wrather organization, owners of "Lassie," "The Lone Ranger" and "Sgt. Preston of the Yukon," is currently moving into the development of new programs with production of "Adventures of Tom Swift." Recently they acquired Muzak Corporation. Wrather is also president of KFMB and KFMB-TV of San Diego, Calif., and of KERO-TV of Bakersfield, Calif. and also of the Disneyland Hotel at Disneyland.

England's Associated Television began operations in 1955 as program contractors for London and Midlands commercial television stations, and together with ITP today lead the field in commercial television in the United Kingdom with an estimated annual gross volume business of $35,000,000. ITP are owners of "Robin Hood," a CBS network show, and "William Tell," which was made for this year's market, and are producers of "Invisible Man," which will show on CBS network this fall.

Kingsley President

Wrather announced that leading sales executives in the television field, Walter Kingsley, had joined Independent Television Corporation as its president. Kingsley has been with Ziv Television programs since its inception. During his nine years at Ziv Kingsley formed the western sales division of the company, set up the company's national sales department, and most recently has been general sales manager of the syndicated sales organization. Kingsley is now in the process of setting up an integrated sales and distribution organization that will serve all segments of the television industry on a national and international scale.

Serving on the board of directors with Wrather as chairman and Michael Nidorf as vice-chairman, are John Loeb, Clifford Michel, Monte Livingston, William Shay and Walter Walz. Board members representing British interests in England will be: Prince Littler, Val Pancll, J. A. L. Drummond, Earl of Bessborough, Lew Grade and Michael Nidorf.

The Naked and the Dead

(CONTINUED FROM PAGE 1)

Walsh's direction making it a tense melodrama, with the audience attention directed toward what happens to the men rather than what makes them that way, a perhaps worthwhile change because Mailer's book was an angry and raw indictment of the military life and the military mind.

Ray, in a performance limited in its greatness only by the script, plays Sergeant Croft, an embittered sadist whose only refuge is total conformity with the machine-like life of the army. He vents his hatred on the enemy, spares neither himself nor his men and ultimately is shot in the back risking his life on a suicide mission. Robertson, in a softer role, is young Lieutenant Hearn who represents the conflict between the humanities and man's spirit and the evil forces unleashed by war, represented by Ray and Massey. Massey is General Cummings, devotee of power morality, whom the script makes not so much sinister as an incompetent and a fool.

The conflict, subdued through most the action, is resolved in the end when Robertson, rescued by the bravery and endurance of two men from the suicide patrol on which Ray is killed, submits his rescue to Massey as proof that man's life is ruled by spirit rather than by fear.

The main action, culminating in the suspenseful patrol to the rear of the Japanese lines on a major Pacific island, is relieved by comedy, supplied by the competent and wholly engaging supporting cast including Henry Amargo, William Campbell, Richard Jaeckel, James Best, Joey Bishop, Jerry Paris, Robert Gist, L. Q. Jones and Edward McNally. Lily St. Cyr, without her famous dance but with plenty of references to it, appears briefly as the principal reason why Robert Gist wants to come back, and Barbara Nichols is effective in a short scene as the unfaithful —and brief—bride of Aldo Ray.

The scenes of army life on the heat, insect and Jap-infested island are realistically done, complete with rough humor, preparing the way for the war scenes which follow. Photography throughout, in WarnerScope and Technicolor, under the direction of Joseph LaShelle is uniformly good.

Sold as a war drama, with the name values and the popularity of the book properly played up, the picture should rank well up with its predecessors in this area.

Running time, 131 minutes. General classification. Release, August 9.

James D. Ivers

UA Names Segal

(Continued from page 1)

tres as assistant to the director of advertising and publicity, and two years later became trade press representative for Paramount Pictures. He also was associated with RKO Radio Pictures and with the publicity firm of Norton and Condon. He came to United Artists from Universal-International, where he was newspaper contact and feature writer.

Paramount Sunset

(Continued from page 1)

on the process cancellable on a week's notice," said Schulke. "Sunset made available every opportunity to use its facilities to produce some three-dimensional film. Since it appeared unlikely that any would be forthcoming we have cancelled the option arrangement.

"We are unaware whether the failure to produce such film arises from defects in the process or from some concerted design. Our future attitude toward the process will be determined by later disclosures, if any, with respect to it."

Japan Refuses

(Continued from page 1)

pointing out that last year out of a total of 166 Japanese licenses a majority went to the U. S., with Britain receiving only 14.

The Japanese based their refusal to raise the number on the theory that it "would have an undesirable effect on the Japanese film industry." The Japanese Minister of Finance announced the number of licenses for foreign films and the method of allocation would remain unchanged except for some extra non-dollar licenses to be given new importers.

Embassy Cas

(Continued from page 1)

bassy was quizzed for most of th day on cross examination by Arthu B. Dunne, chief council for Fox We Coast Theatres, which is one of th defendants.

However, before Embassy attorne Robert D. Raven turned the witnes over to Dunne, Wobber was rebuffe on testimony he gave yesterday i which he flatly denied he paid mor than scant interest in the operatio of the industry when he was th "silent" partner of Leland C. Dibbl and Daniel O. McLean.

During yesterday's session Wobbe swore that as far as he could remember he never received regular financial statements on the theatre's operation because his primary interest ha been to "help the boys" and whateve "profit I had coming to me on m investment was entirely up to Mı Dibble, because I trusted him implicitly as a former faithful employee.

The witness went on to declare i was untrue he and his partners ha planned a circuit with the Embass as a starting house; that he never examined the theatre books and, in fact "I was only in the Embassy once i my life."

Raven Produces Letter

Today Raven produced a lette written in March, 1940, by Wobber t Dibble in acknowledgement of a regular financial statement which showe a healthy profit for the period.

"I only wish," Wobber write, "we had half a dozen others like the Embassy."

Raven also drew from Wobber the admission that Fox fixed minimum box office prices for the San Francisc area in keeping with an agreement among all other distributors for first-run pictures. This has been a point the defense has bitterly opposed since it was first introduced by the plaintiff.

Under questioning by Dunne, the witness reiterated the defense contention that the Embassy, as a so-called "racked House," was not entitled to first-run pictures because it used and still uses the daily Ten-O-Win game to entice audiences.

Prior to and during his participation in the Embassy's operation, Wobber owned the Ten-O-Win concession.

MPPC Got $1,208,964 From 23,320 in 1958

From THE DAILY Bureau

HOLLYWOOD, July 8 – The Motion Picture Permanent Charities raised a total of $1,208,964 from 23,320 studio and allied industry subscribers during its 1958 campaign, Carl Cooper, MPPC president, reported yesterday. The total figure represents a gain of $7,000 over the amount collected in the 1957 drive.

In his report to the membership, Cooper announced that actor James Stewart has accepted a second term as MPPC campaign chairman and will head the 1959 drive, which will be held later this year.

All
the News
That
Is News

MOTION PICTURE DAILY

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icketson Proposal

rice Variance een Local ssue Only

mendment to Consent ecree Held Unlikely

By RICHARD GERTNER

The suggestion of Frank H. Ricket-n, Jr., general manager of theatre erations for National Theatres, that stributors be permitted to control mission prices "even though it calls r an amendment of the consent de-ee" is viewed by exhibitors in the ast as arising out of a situation culiar to the West Coast and not ving bearing nationally. This was

(*Continued on page* 3)

erlin Honors 'Perri,' oitier, Anna Magnani

Special to THE DAILY

BERLIN, July 9 (By Cable). – alt Disney's "Perri" has been hon-ed at the Berlin Festival here as the est Long Documentary." Second ace in this category went to Hans ominick's "Dream Road of the orld."

First prize in the "Best Feature" vision went to Ingman Bergman's ay's End," with India's "Two Eyes,

(*Continued on page* 3)

elay Action on Tax epeal in Whitehall

Special to THE DAILY

COLUMBUS, O., July 9. – Action n proposed repeal of the 3 per cent dmissions tax in suburban Whitehall as postponed following defeat of ef-rts to have the bill made an emerg-ncy measure.

Councilmen Francis Schaefer and

(*Continued on page* 2)

Television Today

Page 6

MMPTA Membership Contributes 100% to Industry Business-Building Campaign

One hundred per cent participation in the all-industry business building campaign by the membership of the Metropolitan Motion Picture Theatre Association was reported yesterday by Solomon M. Strausberg, president, prior to his departure for Europe. He said that every member of his organization had forwarded a check to the fund, which he called "clear evidence of the faith of MMPTA members in the value of the business building campaign and an expression of their faith in the motion picture industry."

"I hope," Strausberg added, "This example will be followed by exhibitors all over the country, regardless of whether or not they are affiliated with an exhibitor organization. It is only through actually putting their cash on the line that exhibitors will be able to fulfill their verbal commitments to support the business building campaign, and enable this all-industry effort to get started."

SBA Loan-Policy Unit Continues Unchanged

From THE DAILY Bureau

WASHINGTON, July 9. – Senate-House conferees agreed today to keep the Small Business Administration's loan policy board as presently constituted.

The board, consisting of the SBA administrator and the secretaries of Commerce and Treasury, sets SBA lending policy. It has been under fire

(*Continued on page* 2)

'Smile' Premiere Will Benefit Nephrosis Unit

The Nephrosis Foundation of New York will sponsor a world premiere showing of 20th Century-Fox's "A Certain Smile," on the evening of July 31, at the Paramount Theatre here.

Funds accrued by the Foundation

(*Continued on page* 3)

Reciprocal Trade Held To 3-Year Extension

From THE DAILY Bureau

WASHINGTON, July 9.—The Senate Finance Committee voted to continue the reciprocal trade program only three years, instead of the five requested by the Administration and approved by the House.

Film industry leaders, including Motion Picture Association president

(*Continued on page* 2)

Full Program Slated For Virginia Meeting

Special to THE DAILY

OLD POINT COMFORT, Va., July 9 – A full program of business sessions and social activities has been arranged by John Broumas, convention chairman, for the annual Virginia Motion Picture Theatre Owners As-

(*Continued on page* 2)

'Ten' Is Piling Up Record Grosses at Drive-In Theatres

"The Ten Commandments," rolling on toward an all-time, all-industry record gross, is apparently going to be given a strong boost in that direction by some record grosses at drive-in theatres this summer.

Delighted Paramount officials yesterday were reading the reports of initial runs in the special drive-in release plan undertaken some weeks ago. Telegrams from Bob O'Donnell, who had it in five Texas Interstate drive-ins, and R. O. Bernstein, who is playing it in his Turnpike Drive-In in Miami, Fla., raved about the Fourth of July weekend grosses not only for the picture but for their concession stands as well.

"Never in our history has anything like this happened in our drive-ins," O'Donnell declared. The picture opened July 3 in two drive-ins in Houston, two in Fort Worth and one in Galveston. In Fort Worth and

(*Continued on page* 2)

Chairman Harris

Requests FCC Delay Toll-TV Action to '59

Takes Step to Insure Processing Postponement

By J. A. OTTEN

WASHINGTON, July 9.—House Commerce Committee chairman Harris (D., Ark.) has asked the Federal Communications Commission to hold off any toll television action until the new Congress has time to study the problem next year.

Harris has also indicated that if the Commission doesn't agree he'll call his committee into action to nail down a postponement of FCC toll TV processing.

Harris made his request to the FCC in a letter to FCC chairman

(*Continued on page* 6)

Approve Commission on Radio, TV Frequencies

From THE DAILY Bureau

WASHINGTON, July 9.—The Senate Commerce Committee approved a resolution to set up a five-man Presidential commission for the purpose of studying the use of radio and television frequencies.

Purpose of the resolution is to attempt to study some system under which the Federal Communications Commission could take over from the military some VHF channel assignments. Commerce committee members recently pressured the FCC to intensi-

(*Continued on page* 6)

FCC Upheld in OK-ing CBS TV-Channel Deal

From THE DAILY Bureau

WASHINGTON, July 9 – The U.S. Court of Appeals has dismissed a St. Louis Amusement Co. protest against the Federal Communications Commission's approval of a recent swap of St. Louis television channels. The FCC recently authorized the transfer of a construction permit for Channel 11 from CBS to 220 Television, Inc.,

(*Continued on page* 6)

PERSONAL MENTION

J. J. FITZGIBBONS, president of Famous Players Canadian Corp., was in New York yesterday from Toronto.

•

MORI KRUSHEN, United Artists exploitation manager, will leave New York today for Chicago and Los Angeles.

•

CHARLES ROSENBLATT, vice-president of Internatonal Film Distributors, will leave New York today for Havana.

•

JOSEPH FRIEDMAN, Paramount's exploitation manager, left here yesterday for Chicago.

•

R. J. BARNES, operator of Southern drive-in theatres, has returned to Atlanta from Lake City, Fla.

•

IRVING SOCHIN, general sales manager for Rank Film Distributors of America, will return to New York today from Boston.

•

CHARLES KARR, manager of the Martin Theatres' Atlanta booking office, has returned there following a vacation in Tennessee.

•

VICKI DRUMMOND, British actress, has returned to England from New York via B.O.A.C.

•

RAY MCNAMARA, of AB-PT's Allyn Theatre, Hartford, has left there for a Cape Cod vacation.

Stafford to Head New Rank Office in Utah

Rank Film Distributors of America has established a new branch office to cover the Salt Lake City territory and has named Richard M. Stafford branch manager, it was announced by Irving Sochin, general sales manager for RFDA.

The Salt Lake City office will be the company's 18th branch in the United States. Office space will be secured shortly.

Stafford, who will report to RFDA regional manager Al Kolitz in Denver, assumes his new post Monday. The new RFDA sales executive started in the motion picture industry with Columbia Pictures in Buffalo, shifted to Denver, where he was a booker at Universal and a salesman for RKO Radio Pictures, and a salesman in Salt Lake City for Paramount, the position from which he is resigning join RFDA.

'Ten' Piles Up Records

(*Continued from page* 1)

Galveston it rained for three of the first four days and there were constant tornado warnings on radio and television. Nevertheless O'Donnell declared the picture grossed 300 per cent above the all-time record for the three theatres.

In Houston where it rained only on Sunday, the fourth day, the picture did $20,000 in the two drive-ins, or two to five times the previous week's gross. Over 900 cars were turned away in the four nights.

No Price Objections

The Interstate general manager also stressed the fact that advertising for the picture had emphasized the special roadshow prices and that the prices had proved "most acceptable." Only six complaints were made, he said. Although the original booking for the five theatres was for two weeks, O'Donnell declared a run of four or five weeks was certain.

Meanwhile Paramount yesterday announced issuance of a special manual for drive-in operators describing operational procedures designed to achieve the highest box office potential of "The Ten Commandments." Copies are being mailed to Paramount drive-in customers.

The illustrated manual includes suggestions for promoting the film based on the experience of drive-in operators who have already shown it. Included are sections dealing with admission prices, times of performances, presentation of the picture, and intermission and concession facilities.

Bernstein also declared that he had blocked a full month for the run on the basis of the first four days showing. He estimated his first week gross at $10,000 and declared that the theatre "had turned away hundreds of cars every night in spite of a heavy overcast and intermittent rain."

Adult-Average Increased

The increased admission prices presented no problem and he added that his per car adult average increased from 2.2 to 2.9. "An endless stream of people to the concession stand before the picture and during the intermission," he said, "brought in a record gross of $3,500, breaking all records for drive-ins in our area."

Full Program

(*Continued from page* 1)

sociation meeting here next Tuesday, Wednesday and Thursday.

The board of directors will meet Tuesday, to consider the agenda for the meeting. The main business session Wednesday will cover the general theme "Our Future" and Thursday's mid-day meeting will be devoted to "Management and Promotion." Prizes will be offered for the best promotion ideas submitted by members.

Social activities will lead off with a golf tournament Wednesday afternoon at the James River Country Club and there will be receptions and parties Tuesday and Wednesday nights at the Hotel Chamberlin, site of the convention.

The closing banquet will be held Thursday evening.

Reciprocal Trade

(*Continued from page* 1)

Eric Johnston, have strongly supported the President's request.

The Finance Committee, which hopes to complete work on the bill tomorrow, also limited the new tariff-cutting authority to 15 per cent, instead of the 25 per cent requested by the President; said the entire 15 per cent actually had to be used within three years, and could not be carried over until later; and adopted language to make it easier for some industries to seek protection from import competition—all defeats for the Administration.

SBA Loan Policy

(*Continued from page* 1)

from exhibitor leaders and other small business groups as being "too conservative" in setting standards for government loans; it recently reaffirmed its policy against SBA loans for drive-in operators.

The conferees were meeting to iron out differences on legislation making SBA a permanent agency. Both the Senate and House had voted for that. The House, however, had voted to abolish the loan policy board and substitute an advisory board of small businessmen. The Senate had voted to keep the loan policy board, and the Senate view prevailed today.

Interest Rate Reduced

The conferees agreed to increase from the present $250,000 to $350,000 the maximum size of individual SBA business loans, and also to cut from six per cent to 5½ per cent the maximum interest rate that can be charged on the SBA share of loans made jointly with private lenders.

The final conference statement is certain to be ratified by both Houses and approved by the President.

Delay Action

(*Continued from page* 1)

Ray Shipley charged the tax is discriminatory, since it affects only the In Town, Eastside and East Main drive-ins. Mayor Walter B. Moling favors the tax, which returned $10,000 to the suburb's treasury during 1957.

Home Best for Censoring, Bradbury Tells Teachers

From THE DAILY Bureau

HOLLYWOOD, July 9 – Censorship is a personal matter and one that should have its origination in the home, and should be implemented through home guidance, Ray Bradbury, science-fiction author and screen writer today told teachers attending the Motion Picture Industry Workshop at Fairfax High School. Only by this method, he added, can the tastes of theatre audiences be elevated.

Touching on television, Bradbury said that TV "is driving people into the theatres," and that "the worst motion picture is better than most TV shows."

To Re-activate Walter Lowendahl Productions

Walter Lowendahl, president of Transfilm Incorporated, here, will re-activate Walter Lowendahl Productions to produce theatrical and television films, it was announced by William Miesegaes, board chairman of the TV commercial and business film company. Transfilm will retain a substantial interest in the Lowendahl company, thus forgoing its own plans to make theatrical films.

Lowendahl's company and Transfilm co-produced "The Medium" in 1951, at which time Lowendahl was executive vice-president of Transfilm. Since that time, Miesegaes said, Transfilm's TV commercial and industrial film business mushroomed, which relegated its theatrical plans to a secondary role.

Fewer Duties at Transfilm

"In order that we may become more active in theatricals again," Miesegaes said, "Mr. Lowendahl and I have agreed upon this new arrangement." The new plan calls for Lowendahl to devote more time to entertainment films and to be relieved of his administrative duties at Transfilm. However, Lowendahl said he will remain affiliated with Transfilm as general consultant and will continue to produce specific industrial films exclusively for the company. The changeover will take place when details are formalized, at which time Miesegaes will resume his former role as president of the company.

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Price Variance Is Seen as Local Issue Only

(*Continued from page* 1)

learned here yesterday in a canvass of local reaction to the Ricketson proposal made recently in "Showman," the circuit's publication.

The NT general manager referred to the wide variance in theatre admission prices found when first-run outlets play a new film day-and-date. Even though they advertise the feature as a group, he said, each theatre "is permitted to charge whatever prices management desires." He added that the price may vary from 90 cents to $1.50.

Ricketson then said: "This nefarious gremlin is costing gross and prestige. Sound clearance schedules should be established and distributors should be permitted to control admission prices, even though it calls for an amendment of the consent decree."

The most widely expressed reaction to the price control idea here was that it sprang from a booking situation that is much more prevalent in the West and Southwest than in other parts of the country. It has become common for new pictures to have multiple openings at both indoor and drive-in theatres in Los Angeles and San Francisco, for instance, the exhibitors pointed out. In the East, on the other hand, multiple bookings are generally restricted to second and third run engagements, and admission prices in the latter houses are uniform as a rule.

Practice in New York

In the New York area, one circuit head observed, the sameness of price is also generally adhered to when the neighborhood theatres do play a new picture day-and-date. Such a saturation opening policy was adopted by several companies for New York openings of their top pictures last year and is still used occasionally.

Also, in Philadelphia, as many as 33 subsequent-run theatres may open a picture simultaneously, and the admission charge is pretty much the same at all, it was stated.

Exhibition Officials Skeptical

Exhibitor leaders queried about the Ricketson proposal also expressed skepticism that the government would permit the required change to be made in the consent decree. "The government knew what it was doing when it put admission prices in the hand of the exhibitor and took it away from the distributor," one executive declared. "The exhibitor is the one best qualified to determine what the market will bear in his territory—and not a sales official in New York."

PEOPLE

Ed Brauer, formerly manager in lanta for Republic Pictures, has ined Capital Releasing Co. there as epublic representative. **Marie Pinkon**, who was booker in the Republic fice, now closed, has also moved over Capital.

□

Albert Margolies, long prominent in e publicity field here, has been amed publicity director of the Liber- Party.

□

George J. Ziblich, veteran exhibitor ho for the past 31 years has been anager of United Theatres' Nola, ew Orleans, has retired, but will tain his position as an officer of the rcuit.

□

George Baillio, Lake Charles, La., esident of Southern Amusement Co., as resigned as chairman of the ouisiana State University board of ipervisors.

lark Follows Wobber At Embassy Suit Trial

Special to THE DAILY

SAN FRANCISCO, July 9.—Herian Wobber completed his testimony oday in the Embassy anti-trust suit ith an angry denial that he ever new of any agreement between major istributors to fix film clearance and ailabilities to protect major circuit perators against independents such the Embassy, in which Wobber was former controlling partner at the me time that he was general sales anager for 20th Century-Fox.

Refers to Self as 'Lone Wolf'

"In all my fifty years in the indusy," Wobber almost shouted at Emassy attorney Robert D. Raven, "I as always a lone wolf and never aid any attention to what the other rms were doing."

A few minutes after Wobber was cused from the stand, another witess gave testimony which followed line different from Wobber's stateent. He was Robert Clark, former aramount sales executive and now a cal real estate broker. Under Raven's uestioning Clark related in considerble detail how various exchanges kept ich other informed on all clearance nd availability schedules. It was, the itness said, "a common practice."

Testimony Follows New Tack

Until Clark's appearance on the and today all previous witnesses, inuding Wobber, had upheld the dense's contention that there had never een any attempt by the distributors to aintain fixed schedules. One of these itnesses was H. Neal East, who was lark's immediate superior in the San rancisco Paramount exchange.

Clark also testified that at the time f the divorcement of studios and exibitors due to the government Paramount decree the clearance and availabilities schedules were drastically revised but remained on a uniform basis for all of the distributors.

'Smile' Premiere

(*Continued from page* 1)

from the charity bow will be utilized by the organization to further its program of providing funds for research in kidney diseases such as nephrosis and nephritis.

Diplomats to Attend

The glamorous opening will be attended by stars of motion pictures, the stage and television, in addition to an array of prominent French diplomatic officials from Washington, D. C. and the United Nations. Plans are now underway to have the festivities covered by national radio and television networks.

Lee's 'Big Fisherman' Will Be Made in U.S.

From THE DAILY Bureau

HOLLYWOOD, July 9.—Rowland V. Lee will produce his multi-million dollar spectacular of Lloyd C. Douglas' "The Big Fisherman" in Hollywood instead of going to Rome and Palestine as first planned.

Lee has announced the signing of Michael Curtiz to direct the film from the widely discussed novel whose central figure is Simon Peter, the Galilean fisherman, whom Christ selected to head his church.

Howard Estabrook, who previously wrote "The Bridge of San Luis Rey" for Lee, is completing the screenplay for an Oct. 1 starting date.

'Gigi' Dates Abroad

The first engagement of "Gigi" in foreign cities has been set by Loew's International for September at the Liberty Theatre, Sydney, Australia; the Metro, in Johannesburg, Durban and Capetown, South Africa; and the Metro, San Juan, Puerto Rico. The M-G-M musical will be presented in these cities on a reserved seat policy.

'Light' in Harrisburg On 'Walt Disney Day'

Special to THE DAILY

HARRISBURG, Pa., July 9 — A capacity audience of civic leaders filled the Senate theatre here tonight for the benefit world premiere of Walt Disney's "The Light in the Forest." Heading the guest list were Governor George Leader, Mayor Nolan Zeigler and Wendell Corey, star of the picture.

Governor Leader proclaimed today "Walt Disney Day" in "recognition of Disney's work for the delight of children throughout the world." The proclamation further states:

'Children and Adults'

"The name of Walt Disney is famous throughout the world for his many contributions to the pleasure, happiness and education of children and adults alike. We in Pennsylvania are proud that the Commonwealth was chosen as the site of the world premiere of Walt Disney's new motion picture, 'The Light in the Forest', a story of Pennsylvania's early days."

A full program of press and television interviews and a visit to the Governor's house by four members of the Mickey Mouse TV club featured today's activities. The premiere was for the benefit of the Allison Hill and Harrisburg Lion's Clubs.

Stahl Files Trust Suit For $630,000 Damages

An anti-trust suit for $630,000 in tripled damages was filed in New York Federal Court yesterday by Maurice Stahl, former operator of the Lincoln theatre in Arlington, N. J. Stahl charges "unreasonable" clearances were imposed on him in favor of competing theatres during the period from 1952 to 1956 when he was operating the theatre.

Defendants are United Artists, Columbia, Universal, Paramount, Loew's, 20th Century-Fox, Warner Brothers and the Stanley Warner Corporation.

Berlin Honors

(*Continued from page* 1)

12 Hands" taking second place in this division.

Anna Magnani was voted the best actress for her role in Paramount's "Wild Is the Wind," while the award for an actor went to Sidney Poitier for his work in Stanley Kramer's "The Defiant Ones."

Tadashi Imai was cited as best director for his handling the Japanese film, "Story of a True Love."

Vogel Bros. Move Quarters to Salem

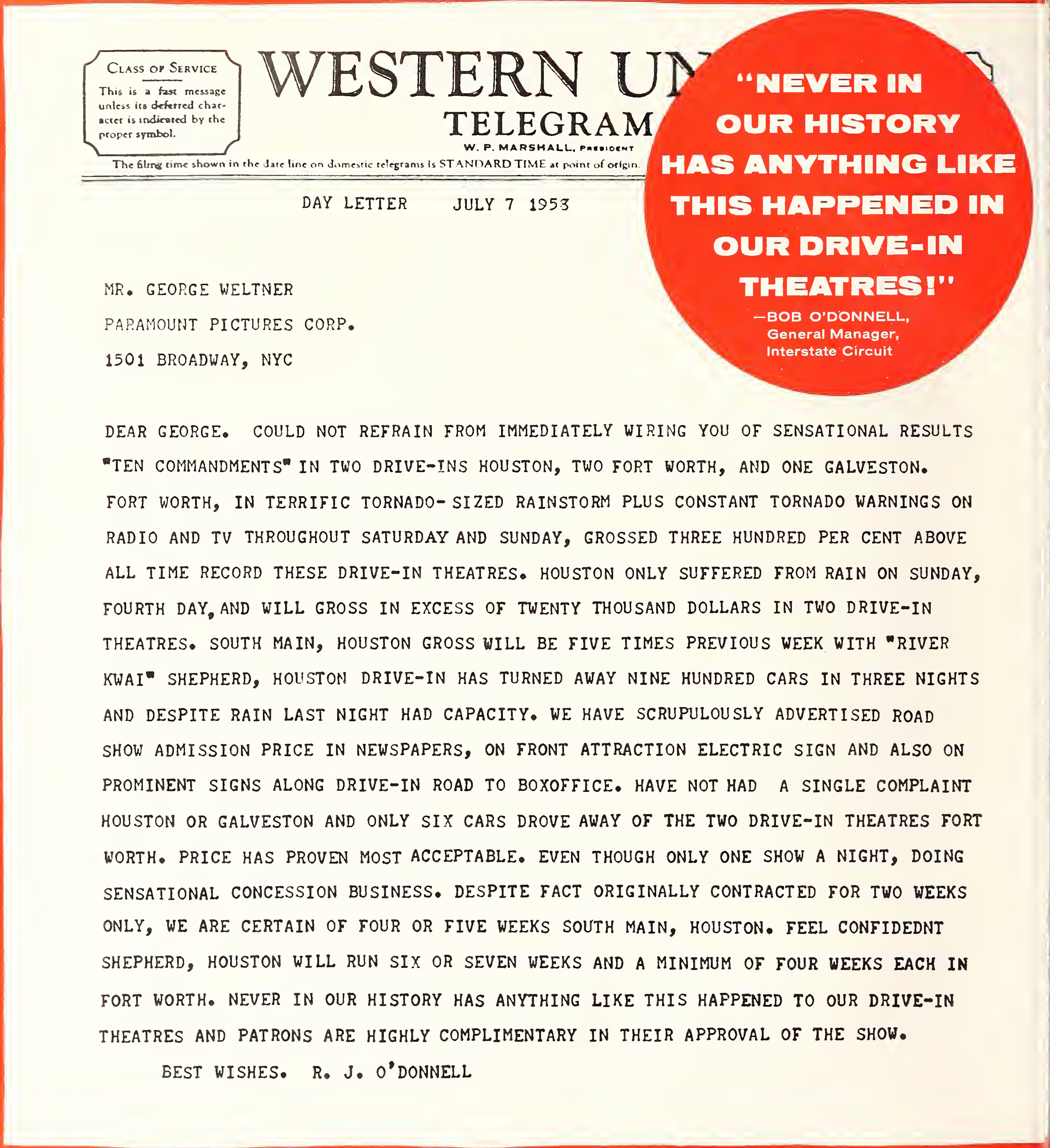
Special to THE DAILY

WELLSVILLE, O., July 8.—Vogel Brothers have permanently closed the Liberty, the only local theatre, which was built in 1922 by their late father, Clarence Vogel. They plan to dispose of the property and move to Salem as operational headquarters for their Bengies Drive-In, Baltimore, Md.; Midway Drive-In, Ravenna, O.; Salem Drive-In, Salem, and other Salem interests including a drive-in restaurant and a miniature golf course.

Jack Vogel, an architectural engineer, has designed many drive-ins including one in Lima, Peru. Paul Vogel, an Army Reserve lieutenant colonel, returns periodically to active duty as instructor at the Army Command and General Staff Officers' School, Ft. Meade, Md.

'Key' Takes $40,300

Columbia's "The Key" completed the first week of its dual New York run at the Odeon and Fine Arts Theatres with a combined gross of $40,300 for the two houses whose joint capacities are just over 1,200. The business at the Odeon for the week was the biggest ever recorded at the Broadway house, Columbia reported. Meanwhile, the film opened at the Center Theatre in Denver Tuesday with a $2,092 first day gross.



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DEAR GEORGE. COULD NOT REFRAIN FROM IMMEDIATELY WIRING YOU OF SENSATIONAL RESULTS "TEN COMMANDMENTS" IN TWO DRIVE-INS HOUSTON, TWO FORT WORTH, AND ONE GALVESTON. FORT WORTH, IN TERRIFIC TORNADO- SIZED RAINSTORM PLUS CONSTANT TORNADO WARNINGS ON RADIO AND TV THROUGHOUT SATURDAY AND SUNDAY, GROSSED THREE HUNDRED PER CENT ABOVE ALL TIME RECORD THESE DRIVE-IN THEATRES. HOUSTON ONLY SUFFERED FROM RAIN ON SUNDAY, FOURTH DAY, AND WILL GROSS IN EXCESS OF TWENTY THOUSAND DOLLARS IN TWO DRIVE-IN THEATRES. SOUTH MAIN, HOUSTON GROSS WILL BE FIVE TIMES PREVIOUS WEEK WITH "RIVER KWAI" SHEPHERD, HOUSTON DRIVE-IN HAS TURNED AWAY NINE HUNDRED CARS IN THREE NIGHTS AND DESPITE RAIN LAST NIGHT HAD CAPACITY. WE HAVE SCRUPULOUSLY ADVERTISED ROAD SHOW ADMISSION PRICE IN NEWSPAPERS, ON FRONT ATTRACTION ELECTRIC SIGN AND ALSO ON PROMINENT SIGNS ALONG DRIVE-IN ROAD TO BOXOFFICE. HAVE NOT HAD A SINGLE COMPLAINT HOUSTON OR GALVESTON AND ONLY SIX CARS DROVE AWAY OF THE TWO DRIVE-IN THEATRES FORT WORTH. PRICE HAS PROVEN MOST ACCEPTABLE. EVEN THOUGH ONLY ONE SHOW A NIGHT, DOING SENSATIONAL CONCESSION BUSINESS. DESPITE FACT ORIGINALLY CONTRACTED FOR TWO WEEKS ONLY, WE ARE CERTAIN OF FOUR OR FIVE WEEKS SOUTH MAIN, HOUSTON. FEEL CONFIDEDNT SHEPHERD, HOUSTON WILL RUN SIX OR SEVEN WEEKS AND A MINIMUM OF FOUR WEEKS EACH IN FORT WORTH. NEVER IN OUR HISTORY HAS ANYTHING LIKE THIS HAPPENED TO OUR DRIVE-IN THEATRES AND PATRONS ARE HIGHLY COMPLIMENTARY IN THEIR APPROVAL OF THE SHOW.

BEST WISHES. R. J. O'DONNELL

"NEVER IN OUR HISTORY HAS ANYTHING LIKE THIS HAPPENED IN OUR DRIVE-IN THEATRES!"

—BOB O'DONNELL,
General Manager,
Interstate Circuit

CECIL B

PROD

THE TEN COM

VISTAVISION
MOTION PICTURE HIGH-FIDELITY

TECH

ADDITIONAL SPECIAL DRIVE-IN ENGAGEMENTS FOR THE SUMMER OF 19

CLASS OF SERVICE

This is a fast message unless its deferred character is indicated by the proper symbol.

WESTERN UN

TELEGRAM

W. P. MARSHALL, PRESIDENT

The filing time shown in the date line on domestic telegrams is STANDARD TIME at point of origin.

"BOXOFFICE GROSSES ARE BREAKING ALL DRIVE-IN RECORDS IN OUR AREA!"

—R. O. BERNSTEIN,
Turnpike Drive-In,
Miami, Florida

A MZA793 LONG PD MIAMI FLO 7 445 PME
1958 JULY 7 PM 6 59

E. G. CHUMLEY,
PARAMOUNT PICTURE CORP
1501 BROADWAY NYK

IN VIEW OF THE AMAZING GROSSES OUR TURNPIKE DRIVE-IN THEATRE IS DEVELOPING WITH YOUR PRODUCTION THE TEN COMMANDMENTS WE HAVE BLOCKED OUT A FULL MONTH OF PLAYING TIME. WE ESTIMATE THE FIRST WEEK OF BOX OFFICE GROSS AT WELL OVER TEN THOUSAND DOLLARS. WE HAVE TURNED AWAY HUNDREDS OF CARS EVERY NIGHT OF OUR RUN IN SPITE OF A HEAVY OVERCAST AND INTERMITTENT RAIN. IT SEEMS THERE IS NO STOPPING THIS PICTURE. THE INCREASE IN ADULT ADMISSION AND THE NEW CHILD ADMISSION PRESENT NO PROBLEM. THIS IS A PICTURE FOR THE WHOLE FAMILY AND WE FIND OUR PER CAR ADULT AVERAGE HAS INCREASED FROM 2.2 TO 2.9 ADULTS PER CAR. WE ARE RUNNING SELECTED CARTOONS AND SHORTS SUBJECT AHEAD OF THE FEATURE TO GIVE THE HOUSE A CHANCE TO FILL. FILL IT DOES AND WHILE THIS IS HAPPENING THERE IS AN ENDLESS STREAM OF PEOPLE TO THE CONCESSION. I HAVE NEVER SEEN A CONCESSION WORK SO SMOOTHLY AND OUR CONCESSION GROSS THIS WEEK WILL BE ON THE PLUS SIDE OF THREE THOUSAND FIVE HUNDRED DOLLARS. THESE BOX OFFICE AND CONCESSIONS GROSSES ARE BREAKING ALL DRIVE-IN RECORDS FOR OUR AREA.
CECIL B. DEMILLES THE TEN COMMANDMENTS IS A MAGNIFICENT PRODUCTION TO VIEW AND ITS GROSSING STRENGTH IS BEYOND COMPARE. WE DEEM IT A PRIVILEGE AND AN HONOR TO EXHIBIT THIS THE GREATEST OF ALL MOTION PICTURE.

R O BERNSTEIN
TURNPIKE DRIVE-IN THEATRE MIAMI FLO

DEMILLE'S

TION

MANDMENTS

OLOR®

W BEING CONSIDERED CONTACT YOUR LOCAL PARAMOUNT BRANCH

KNOW HOW
FOR SALE
the "know how" to secure the biggest box office grosses for your pictures at the lowest cost!
HARRY K.
Mc WILLIAMS
Available in August
CURRENTLY
DIRECTOR
ADVERTISING
PUBLICITY
EXPLOITATION
Cincinnati Summer
Opera Association, Inc.
13th Season
First season back on this job after an absence of three years. Gross prior to opening up 33% over 1957.
Ask Robert E. Sidell
Managing Director
Cincinnati Summer Opera
Parkway 1-8050 — Cincinnati
SPRING 1958
Rodgers and Hammerstein's
"SOUTH PACIFIC"
Ask:
George Skouras
Nick John Matsoukas
A. E. Bolleinger
1957
PRESIDENT - GEN. MGR.
The Original
Amateur Hour de Mexico
1955-56
MAGNA THEATRE CORP.
ASSISTANT DIRECTOR
ADVERTISING, PUBLICITY
and EXPLOITATION
Rodgers and Hammerstein's
"OKLAHOMA!"
in TODD-AO
10 YEARS
EXPLOITATION MGR.
COLUMBIA PICTURES CORP.
Ask:
L. E. Schneider, Abe Montague, C. O. Slenker, *et. al.*
3 YEARS
PRESIDENT
ASSOCIATED MOTION
PICTURE ADVERTISERS, INC.
PROMOTER - DIRECTOR
A. M. P. A.
SCHOOL OF SHOWMANSHIP
Complete biography in on page 583: "Who's Who In The East" and in Motion Picture Almanac.
For Interview:
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HARRY K.
Mc WILLIAMS
Telephone:
BEECHMONT 1-1436
CINCINNATI, OHIO

Television Today

Requests FCC

(Continued from page 1)

John Doerfer. Doerfer has indicated he would refer the letter to the full Commission at an early date.

The Harris letter was the latest step in a tug-of-war between the Commission and toll-TV opponents in Congress.

The FCC some time ago indicated it planned to permit toll TV field tests at an early date. Both the Senate and House Commerce Committees approved resolutions asking for a delay, and the FCC then agreed to postpone any further steps until at least 30 days after Congress adjourned. More recently, when Harris queried the FCC on its plans, the Commission said that if Congress again asked for a delay in FCC action, it should specify a definite cut-off date after which the Commisson should be free to act.

Members' Requests Cited

Harris' letter apparently ignored this request. It pointed out that many members had asked Harris to make sure the FCC did not authorize toll television, that the Commerce committee's agenda was jammed this year and the committee could not get around to looking at the problem again, and therefore that Harris was requesting the FCC to wait on taking any further steps until the next Congress should have had time to consider the matter.

Approve Commission

(Continued from page 1)

fy efforts to swap channels with the military in order to get a larger contiguous band of channels for commercial and educational broadcasting.

Introduced by Potter

The resolution, introduced by Senator Potter (R., Mich.) directs the Commission to investigate whether the different Federal agencies are using efficiently the frequencies assigned them, whether any frequencies can be relinquished for private broadcasting use, and what future requirements of the different agencies are for frequencies.

79 'Telephone Time' Shows to Guild Films

Guild Films has acquired worldwide distribution rights to 79 Telephone Time half-hours and retitled the property Curtain Time for syndication. Guild salesmen are now offering the shows to stations for daytime and evening programming on a once-a-week as well as strip basis.

The anthology programs, produced by Hal Roach in Hollywood, were sponsored by American Telephone and Telegraph for two seasons on CBS and ABC.

WCBS-TV Purchases 39 Post-'48 UA Films

The purchase by WCBS-TV (Channel 2, New York) of 39 post-1948 United Artists motion pictures was announced yesterday by Hal Hough, the station's program director and William C. Lacey, manager of the station's film department. The films will become available to WCBS-TV on October 1 and will be seen first on either "The Late Show" or "The Early Show."

Eight Are Named

Included in the package are "Summertime," "Patterns," "Othello," "The Ambassador's Daughter," "Hobson's Choice," "The Big Knife," "Foreign Intrigue," and "Gentlemen Marry Brunettes."

Flamingo in Network Sales with "Playhouse"

Flamingo Telefilm Sales, up to now strictly a syndicated sales outfit, has entered into the network sales area for the first time with summer sales of "Screen Directors' Playhouse" re-runs to both CBS and ABC.

In Conjunction with Murrow Show

Flamingo, which took over distribution of the Hal Roach-produced series in its recent million-dollar deal with RKO Teleradio, set the re-runs as hiatus-fillers for Murrow's "Person to Person" on CBS-TV.

Rhoden's Pilot Films Shooting in Kansas City

Elmer Rhoden, Jr., president of Imperial Productions, is in Kansas City, Mo., to start pre-production work on two television pilot films and two feature pictures, all to be shot on location in and around that city. TV pilots are "A Fare for Sandra" and "Wildcatter." Feature films are "Foxhole" and "Panty Platoon."

Both features will be shot at Fort Riley, Kans.

FCC Is Upheld

(Continued from page 1)

and the transfer of an operating permit from KWK, Inc., to CBS.

St. Louis Amusement Co. protested the swap, but the Court of Appeals said the FCC was acting within its authority.

Lewis with Desilu

Milton Lewis has been signed by Desilu Productions to head the company's newly-established talent department. Lewis, long-time scout for Paramount, in charge of that studio's new talent department, was a producer and manager of many stage and screen personalities in New York.

National Pre-Selling

"A TIME TO LOVE AND TIME TO DIE," the Eri Maria Remarque story about how t German people lived during the de perate final months of World War was given a laudatory review in t July issue of "Redbook."

Florence Somers reports, "Jo Gavin and Lilo Pulver, the you lovers, play their roles with restrai and understanding, making this effective, interesting picture for young adult audience."

•

"South Pacific's" bubbly song a dance star Mitzi Gaynor is profil in the July issue of "Seventeen." T article opens on a two page sprea featuring a still of Mitzi, appearing Nellie Forbush in the Rodgers Hammerstein musical. Among t Hawaiian location photos used to i lustrate the article there is one which Mitzi knee deep in water r hearses the famous tune "I'm gon Wash That Man Right Outa M Hair."

•

"Indiscreet" receives honorab mention in the July 7 issue of "Life A production photo of those two e gaging movie stars, Ingrid Bergm and Cary Grant, dominate the revie page on this new Warner film. "Lif says "Those two masters of deft a elegant touch make 'Indiscreet' o of the happiest films to come alo this year." At Radio City Music Ha where this film is being premiered is doing record breaking business.

•

Sidney Skolsky in the August issu of "Photoplay" says "Frank Sinatra the type of fellow who tips a doo man not to open the door for him."

•

The Elizabeth Taylor photo o July 8 issue of "Look" was made b Mike Todd with a 16mm home-movi camera, while they were in Europ exploiting "Around The World in 8 Days." "Look's" editors liked th Todd camera work well enough t run a photo story in the same issu

•

"A Time to Love and a Time T Die" has been selected as the pictur of the month for July by "Seventeen.

•

"Life" has devoted six pages to pictorial and text story of Brigitt Bardot in the June 30 issue.

•

Elvis Presley fans who have bee sticking close to their television set are being admonished by Paramoun not to expect to find the nation's sing ing troubador on TV.

"The only place you can see Elvi Presley is at your local movie thea tre," declares the headline on ads fo Elvis's new picture "King Creole, which Paramount has placed in are editions of "TV Guide." The pictur was completed just before Presley induction into the Army.

—WALTER HAA

All
the News
That
Is News

MOTION PICTURE DAILY

Concise
and
to the
Point

›L. 84, NO. 8 NEW YORK, U.S.A., FRIDAY, JULY 11, 1958 TEN CENTS

ood News

'hree Pictures Staying' Big)n Broadway

ndiscreet,' 'Key,' and 'ikings' Continue Pace

Two pictures which set local rec-ls for the Fourth of July and a third ıich is now in its fifth week on ɔadway and showing "remarkable ying power" continued to sustain : fast pace of the holiday weekend s week, managements reported sterday. All three films were draw-; large crowds in spite of excellent ather which might have been ex-

(*Continued on page* 6)

earings Next Week n Tax Relief Bill

From THE DAILY Bureau

WASHINGTON, July 10.—Senate ıance Committee chairman Byrd)., Va.) today indicated he hopes keep any excise rate cuts off an :ise tax revision bill coming up for ısideration.

The finance committee announced would hold brief hearings Tuesday

(*Continued on page* 6)

BA Compromise Bill pproved by House

From THE DAILY Bureau

WASHINGTON, July 10.—The ɔuse today approved a Senate-ɔuse compromise bill making the ıall Business Administration a per-ınent agency and keeping its loan licy board. The Senate must ap-ɔve the conference bill before it es to the White House, but is ex-cted to do this shortly.

The bill also boosts from $250,000 $350,000 the maximum size of all business loans made by the SBA.

Television Today Page 7

Berlin's Eighth Film Festival Called Best Organized There Yet

By DR. VOLKMAR VON ZUEHLSDORFF

BERLIN, July 10—Berlin's eighth international film festival was the best organized to date and showed the results of long range, solid planning. Twenty six features and 48 documentaries (including four of feature film length) were entered by 36 nations, among them again a United Nations production. Participation thus exceeded that at both Venice and Cannes.

There were no entries from the Soviet countries, although the Russians had been invited this year following complaints from them about their previous exclusion. Many people attended the film festival from East Berlin.

Walt Disney, whose "Perri" won the award for the "Best Long Docu-

(*Continued on page* 2)

RKO 58th Installs New Seating in Orchestra

RKO Theatres has extended the installation of "living room" seating at its 58th Street Theatre here from the special section to which it was restricted to the complete orchestra, Sol Schwartz, president, announced yesterday.

The new seats, which are described as "king-size, body-form chairs with super soft seats and air-foam arm rests," were first installed in one section of the orchestra. Patrons were asked their reaction to the innovation and indicated overwhelming approval, Schwartz said.

Stay Order Obtained In 'Anatomy' Suits

Producer Ray Stark and Seven Arts Productions yesterday obtained in New York Federal Court a stay order against St. Martin's Press, Inc., and Carlyle Productions, which is headed by Otto Preminger, in his suit involving motion picture rights to the book, "Anatomy of a Murder." In a suit and counter-suit both parties are seeking to determine which has film rights to the novel which Stark says he secured

(*Continued on page* 2)

Para. 'Forward March' Sales Drive Underway

Paramount Film Distributing Corp. has launched a six-month sales drive throughout the U.S., George Weltner, Paramount Pictures vice-president in charge of world sales, announced here yesterday.

The drive, which is called "Para-

(*Continued on page* 6)

'Ten Commandments' To 5 Mass. Drive-ins

Special to THE DAILY

BOSTON, July 10. — Five Massachusetts drive-ins, all under the buying and booking supervision of Lloyd Clark and Winthrop Knox, Jr., of Malden, have booked Cecil B. DeMille's "The Ten Commandments." The thea-

(*Continued on page* 2)

REVIEW:

The Fly

20th-Fox—CinemaScope

The present cycle of horror pictures is producing not only more but better examples of the type than ever. This 20th-Fox entry in the sweepstakes is an ingeniously constructed, ably acted, tightly directed and lavishly produced story which by any standard rates high box office acceptance. The nature of the story makes exploitation material almost automatically available and the distributor has capitalized fully on it in an extensive campaign book.

The story, which achieved wide circulation and considerable com-

(*Continued on page* 6)

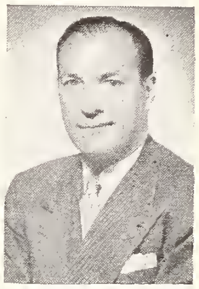
'Can Meet Challenge'

Goldenson Is Confident of Film Future

AB-PT Head Marking 25 Years in Industry

By JAMES D. IVERS

On July 10, 1933, an eager young lawyer, his Harvard degree still bright in its frame, went to Boston on his first assignment — to survey Paramount's New England theatres as part of the 77-B reorganization of that company. Yesterday, in the small and efficient president's office of American Broadcasting - Paramount Theatres, Inc. on the fringe of New York City's projected great Lincoln Square arts cen-


Leonard Goldenson

(*Continued on page* 7)

Minnesotans Plan Second B-B Forum

Special to THE DAILY

MINNEAPOLIS, July 10 — Plans have been mapped here for a second business building forum for early fall to declare war on empty theatre seats, it was disclosed today by Harry Greene, Welworth Theatres executive.

A business-building forum, headed by Charles Winchell, Minnesota

(*Continued on page* 6)

Erickson Sales Head of WB Films Made for TV

Rodney Erickson, for the past 10 years a vice-president of Young & Rubicam, has been named vice-president of Warner Brothers Pictures, Inc., in charge of worldwide television sales. He will make his headquar-

(*Continued on page* 6)

PERSONAL MENTION

NORTON V. RITCHEY, MOREY R. GOLDSTEIN and EDWARD MOREY, vice-presidents of Allied Artists, will leave here at the weekend for the Coast.

•

EDWARD L. HYMAN, vice-president of American Broadcasting-Paramount Theatres, has returned to New York from Boston.

•

R. GOULD MORRISON, vice-president of Inter World TV Films, has left New York for England and the Continent.

•

E. C. DE BERRY, executive assistant to HUGH OWEN, Paramount vice-president, was in Gloversville from New York.

•

MRS. HERBERT GAINES, wife of Warner Brothers' sales manager in Boston, gave birth to a girl there this week at Waltham Hospital.

•

LELAND HAYWARD, producer, will leave New York today for Stratford, Ont.

•

PETER F. ROSIAN, Universal Pictures district manager in Cleveland, and NORMAN WEITMAN, Albany, N. Y., manager, have returned to their respective territories from Gloversville, N. Y.

•

SAM SALETSKY, film buyer for Smith Management Co., Boston, will remain for another month in Beth Israel Hospital there, where he is recovering from a heart attack.

Albert Stresses Value Of Publicity to Actors

From THE DAILY Bureau

HOLLYWOOD, July 10 — Eddie Albert, holding the podium for questions and answers on the fourth day of the Motion Picture Industry Council's second annual Industry Workshop, discussing actors, said today's economics places a premium on publicity. Competition is keener today, and actors who strive to succeed must also approach their endeavor with a "labor of love" he added.

Albert, who recently completed his role in Darryl Zanuck's "Roots of Heaven," which was filmed in Africa, spoke of global production and the opportunities for actors to get better perspective and point of view through work abroad.

Albert deplored the showing of films abroad that put the U.S. in an unfriendly light, advocating censorship if necessary to prevent it.

Berlin Fete Called Best Yet

(*Continued from page* 1)

mentary," was the most prominent guest, receiving much enthusiastic acclaim from the people of Berlin. At the invitation of the Lord Mayor he inscribed his name in the Golden Book of the city. Many other top representatives from all branches of the industry, stars of international reputation (among them Gina Lollobrigida, Jean Marais, John Mills, Fernandel, to name just a few), and journalists from all over the world were present.

Little Quality from Smaller Nations

As in Cannes and Venice before, outstanding pictures were not too numerous this year. Good, reliable workmanship, however, was offered by the established film nations, while compared to last year little that was unusual or striking came forth from the smaller countries or the newcomers, among them Israel. (Winners were published in MOTION PICTURE DAILY yesterday.)

Keeping up what is fast becoming a tradition, Berlin, apart from being a Class A festival, has again proved a valuable meeting ground for motion picture business—an international trade show, as it were, a forum for the exchange of experiences, plans and ideas, a place for contracting business.

63 Countries Represented

Representatives from 63 nations were here to offer or seek a sizeable portion of the world's motion picture crop for the coming season. The character of this city and its political background contribute to this result of a little more hard work and a little less play. This is the special value of this festival which seems to attract an increasing number of producers and distributors each year.

Receiver Appointed in Suits Against Bronston

New York Supreme Court Justice Aaron Steuer yesterday appointed Lester R. Bachner receiver of the property of motion picture producer Samuel Bronston pending outcome of two judgment suits filed against the latter. Two companies—Advance Trading Corp. and Trophy Productions—have instituted actions against Bronston, claiming they supplied funds to him. Advance is asking a judgment credit of $94,000 and Trophy $91,500, both on promissory notes.

Claim Assets Concealed

The plaintiffs had claimed Bronston refused to reveal his assets in New York and only a receiver could secure an accurate accounting of the producer's financial worth.

'Fiend' Final Title

"The Fiend Who Walked the West" is the final title for the "shock-western" starring Hugh O'Brian and Robert Evans, it was announced by 20th Century-Fox, following a series of meetings in New York with film company executives and the drama's producer, Herbert Bayard Swope, jr. After screening a rough version of the CinemaScope production, Swope and the Fox executives agreed on the title, which is the fifth given the picture.

'Voice' Dates Set Here

Universal-International's "Voice in the Mirror" will have its New York premiere at the RKO Albee Theatre in Brooklyn on Saturday, July 19. It will also open in 86 theatres throughout the metropolitan area starting Wednesday, Aug. 13.

Stay Order Obtained

(*Continued from page* 1)

in October, 1957, in an unwritten agreement. Preminger claims he has a written contract obtained in May, 1958.

In the action yesterday Stark was granted a show cause order obtainable in two weeks to stay all proceedings pending outcome of his suit. A hearing will be scheduled late this month.

Stark is seeking to enjoin St. Martins, publisher of the novel, from granting film rights to Preminger "in violation of his (Stark's) rights."

Meanwhile Preminger announced yesterday he had signed Wendell Mayes to write the screenplay of the novel. He has a deal with Columbia Pictures to release the film.

'Ten Commandments'

(*Continued from page* 1)

tres are the Route 138, Canton; Route 114, Middleton; Plaistow, Haverhill; Meadowbrook, Middleboro and Twin, Medford.

The theatres have agreed to Paramount's terms of booking the picture for two weeks, charging $1.25 per adult and 50 cents for each child.

Embassy Defense Calls High Industry Officials

Special to THE DAILY

SAN FRANCISCO, July 10—The defense attorneys in the Embassy Theatre anti-trust suit here on Monday will put on the stand Pincus Sober and J. Eisenberg of Loew's; Abe Montague of Columbia; Ed Raftery of United Artists, Joe Blumenfeld, head of the Blumenfeld circuit in Northern California and several others.

Big Co-Op Ad Drive Slated for 'Vikings'

United Artists' national merchandis campaign for Kirk Douglas' production of "The Vikings" is being backe by $850,000 worth of cooperative advertising in newspapers and magazines, it was announced by Roger H. Lewis, national director of advertising, publicity and exploitation. In all, there are 26 major tie-ups.

Highlight of the campaign is a national contest sponsored by Dair Queen stores throughout the Unite States and Canada. The competitio will select a "Miss Dairy Queen," America's most typical teenage girl National ads are running in "Seventeen" and "Look" magazine. Ther is also a heavy schedule of newspape ads.

First prize will be a screen audition and a trip to Hollywood, an $200,000 in additional prizes will b awarded to the runners up.

'Gigi' Has Gala Bow At Hollywood Para.

From THE DAILY Bureau

HOLLYWOOD, July 10. — Th town's brightest stars filled the Paramount Hollywood Theatre to capacit tonight for the gala opening M-G-M's "Gigi." More than 75 motion picture personalities attended, including producer Arthur Freed an director Vincente Minnelli.

Louis Jourdan, Jacques Berger and Eva Gabor, who star in the pi ture with Leslie Caron, Maurice Ch valier and Hermione Gingold, we also among the first nighters.

Chicago World Bow For 'Defiant Ones'

From THE DAILY Bureau

HOLLYWOOD, July 10 — Stank Kramer's "The Defiant Ones," c starring Tony Curtis and Sidney Po tier for United Artists release, w have its world premeire playdate the Balaban and Katz Roosevelt Th atre, Chicago, in mid-August.

First showing of film took place the current Berlin Film Festiv where both producer-director and l film received an ovation, with co-st Poitier being honored as "best acto

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in
"INDISCREET"
A Warner Bros. Release
and GALA NEW STAGE SPECTACLE

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NDY GRIFFITH Starring in the stage role that rocketed him to fame!
RON McCORMICK NICK ADAMS
ERVYN LeROY PRODUCTION
SCREEN PLAY BY
HN LEE MAHIN
DIRECTED BY
RVYN LeROY

**AND
"INDISCREET"
SECOND WEEK
TOPS TERRIFIC
FIRST WEEK
AT RADIO CITY
MUSIC HALL.**

The lines are
two blocks long—
The reviews
are wild,
all-out raves
for the
pre-release of

CARY GRANT INGRID BERGMAN

INDISCREET

TECHNICOLOR® From WARNER BROS. Screenplay by NORMAN KRASNA Produced and Directed by STANLEY DONEN
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...AND SOON YOU'LL HAVE ***THE NAKED AND THE DEAD!***

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...They're today's best box-office bet

More than thirty million young adults like these go to the movies each week, seeking entertainment and escape! Romance, adventure, mystery, drama—they like 'em all. But the fact—the big outstanding fact—is that the better the picture, the more they go, *AND THE BIGGER THE BOX OFFICE!*

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6706 Santa Monica Blvd.
Hollywood 38, Calif.

Minnesotans

(*Continued from page 1*)

Amusement Co., president; Eddie Ruben, owner of the Welworth circuit, and Harold Field, head of the Pioneer circuit in Iowa, and the big Minneapolis suburban St. Louis Park Theatre, was held last March 1, and was regarded as highly successful, drawing over 200 exhibitors to the meeting.

Yesterday's business building meeting voted to clarify the group's activities, and a press release is now being prepared by Winchell which outlines the group's activities.

NCA Members Active

It was said in advance that the Winchell release emphasizes that the B-B forum and its current drive through its citizens committee for standard time, are activities apart from any association affairs, although several members of North Central Allied, including president Frank Mantzke, are active in the work of the group and held a meeting on daylight saving at Thief River Falls, Minn., last night.

It was reported that the Thief River Falls and an earlier meeting at Montevideo, Minn., set up plans for women to participate in a program opposing fast time. It is expected that the plans mapped at Thief River Falls will be put in operation by B-B for many of Minnesota's largest towns.

Hearings Next Week

(*Continued from page 1*)

and Wednesday on the bill, passed by the House last year. Some motion picture industry officials have had their eyes on this measure as a possible vehicle for an admissions tax cut fight.

The bill makes some minor rate changes, but is mainly a technical revision measure.

In announcing the hearings, Byrd specified that witnesses must confine their testimony to provisions of the bill and should not discuss general excise rate changes.

Small Business Bill Studied

Meanwhile, the House Ways and Means Committee continued work on a small business tax relief bill. It has very tentatively approved a measure which would give some $200,000,000 to $250,000,000 a year of tax relief. One provision would permit small firms to deduct from their income a portion of the amount spent that year on new assets and inventory—over the usual depreciation allowance. Another would permit firms to carry back losses three years, instead of the present two years, to reduce taxes in earlier years.

Still other provisions would permit ordinary loss treatment, rather than the less valuable capital loss treatment, for losses in small business investments; permit a 10-year spread-out of estate taxes due on estates largely in closely-held businesses; and permit closely-held firms to accumulate larger amounts of earnings without incurring tough penalty taxes.

The Fly

(CONTINUED FROM PAGE 1)

ment in "Playboy" magazine, is about a young scientist, Al Hedison, who has perfected, in his basement laboratory, a method of transmitting matter through space by disintegrating atoms and "reassembling" them in a receiving set. It works fine with inanimate objects but his first experiment with a cat fails—the cat fails to reintegrate. After some tinkering, the apparatus seems to be perfected and Hedison tries again, with himself as the guinea pig.

There is a fly in the disintegration cabinet and upon reintegration Hedison and the fly have exchanged heads and one arm. As terror mounts, Patricia Owens, the scientist's wife, attempts to aid him but cannot find the fly and as the fly's personality gradually destroys Hedison's human mind and will she, as a last resort, helps him to destroy himself.

That, in an outline that reads less plausibly than it plays, is the substance of the story. It is brought to life by Hedison's matter-of-fact scientific approach, by the devotion—and terror—portrayed by Miss Owens, by the restrained acting of Vincent Price as the scientist's brother, and by the sceptical approach of Herbert Marshall as the police inspector assigned to investigate Hedison's death and Miss Owens' admission that she killed him. Kurt Neumann, who both produced and directed, successfully sustains the realistic atmosphere and at the same time paced the picture so that the suspense and horror are screwed up a turn at a time to the breaking point.

Supporting roles by Kathleen Freeman as the maid and Charles Herbert, young son of the scientist, fit smoothly in the context and mood of the story.

The excellent color photography is labelled "Terror-Color" by De Luxe in the Fox exploitation material.

Running time, 94 minutes. General classification. Release, July 11.

James D. Ivers

Senate Unit Approves Trade Extension Bill

From THE DAILY Bureau

WASHINGTON, July 10.—The Senate Finance Committee today finally approved a reciprocal trade extension bill that is almost certain to be vetoed by the President if sent to him in its present form. Efforts will be made to make the bill more acceptable to the Administration on the Senate floor and in the final Senate-House conference. Film industry leaders have been among the strong backers of the trade program.

Would Curb President's Power

The bill approved by the finance committee extends the program only three years and puts major curbs on the President's power to deny higher tariffs and quotas to domestic industries seeking increased protection.

Maryland Allied Sets Annual Outing Plans

Special to THE DAILY

BALTIMORE, July 10—Allied Motion Picture Theatre Owners of Maryland, Inc., is making plans for its second annual picnic. It is scheduled for the Annapolis Country Club at Annapolis. An all-day program is being arranged by chairman Mike Rendleman.

Vernon Nolte of the Durkee Enterprises will be in charge of golf. Wilbur Brizendine, general manager for Schwaber Theatres, and Bob Gruver, owner of the New Glen at Glenburnie, Md., complete the committee.

Paramount Drive

(*Continued from page 1*)

mount's Forward March," will be divided into 13-week periods and terminate on Dec. 27, 1958. The first period, already underway, will continue to Sept. 27 and the second phase will run from Sept. 28 to the end of the drive.

Cash prizes have been set up for division and branch personnel and announced in telegrams sent by Hugh Owen, vice-president of Paramount Film Distributing, and Sidney G. Deneau, Western sales manager. The final month of the drive has been designated "Booker - Salesman's Month," a period during which those members of the Paramount domestic distribution organization will hold the drive spotlight.

Pictures included in the drive are "Teacher's Pet," "Vertigo," "King Creole," "Rock-A-Bye Baby," "The Matchmaker," "Houseboat," "The Geisha Boy," "When Hell Broke Loose," "The Hot Angel," "The Black Orchid," "One Angry Day," "The Party Crashers," "The Colossus of New York" and "The Space Children."

Erickson Named

(*Continued from page 1*)

ters in New York and will assume his new duties on Aug. 1.

Jack L. Warner, president, in announcing the appointment of Erickson yesterday stated that the new company will be in full charge of sales of WB films made expressly for showing on TV.

TENT TALK

Variety Club News

NEW YORK — Al Steen, East editor of "Boxoffice," formerly ne editor of MOTION PICTURE DAILY a associate editor of "Film Daily," been named press guy for Vari Club of New York. He succeeds Je Sager, advertising-publicity direc of B. S. Moss Theatres, who has b press guy for the past three years.

△

CHICAGO—Harry Balaban, of H E. Balaban Theatres, chairman for t year's annual golf outing of Illin Variety Club, has announced t Herb Graffis, "Chicago Sun-Tim columnist, will be the principal spe er during the evening banquet a festivities. Bob Hope will be amo the contestants on the links at Elmhurst Country Club.

△

BALTIMORE—Variety Club, T No. 19, plans to close for a week ea in August to provide time for renov ing and redecorating. Larry Jacobs manager, Wilbur Brizendine ch barker.

Three Pictures

(*Continued from page 1*)

pected to lure potential patrons o of-doors.

At the Radio City Music Hall W ner Bros. "Indiscreet" ended its s ond week yesterday with a "rousin gross of $195,000, which preside Russell Downing called "the bigg gross for a Fourth of July week the history of the theatre." In ad tion the second week figure topp the first week by $7,000.

Columbia's "The Key," playing dual first-run engagement at the O on on Broadway and the east si Fine Arts, took in a combined gross $5,500 Wednesday, the first day of second week at the theatres. The fi ure virtually equalled that of t opening day and brought the eig day total to over $46,000, the co pany said.

Out-of-Town Strength Reported

At the same time, out-of-town r ports on the picture were equal good. Both the Goldman in Philade phia and the Manor in Charlotte r ported that the first days of the se ond week were equal to the openi day grosses.

Meanwhile Kirk Douglas' "The Vi ings," which is playing side-by-si at the Astor and Victoria Theatre topped the third week at the latt house by $1,200, bringing $28,2 for its fourth week. At the Astor t film equalled its third week with total of $32,335 for the fourth.

Pointing up the staying power the film were the returns for the fi day of the fourth week at both house At the Victoria the gross was 40 p cent ahead of the comparable day the third week. At the Astor receip for the same day were almost 10 p cent over the preceding week.

;oldenson

(*Continued from page* 1)

, Leonard Goldenson was happily ntent with the past and smilingly nfident of the future.

"I've seen the industry at its worst d its best," he said, "and I know it s the vitality to meet the problems the present and the challenge of : future."

lits 'Horse-and-Buggy' Operation

The gravely middle-aged executive d a typically youthful approach to e problems of the day. "Mostly," he served, "we're trying to operate a isiness with methods developed irty years ago—a horse and buggy eration in an electronic age."

The necessary changes, he believes ll be brought about by aggressive adership in all branches of the inistry. But this leadership, he deared, must be young, it must have ung ideas. "In exhibition," he said, r instance, "we need showmanship ore than ever. But it has to be owmanship conceived and executed a manner so fresh that, even if e methods themselves are old and ne-tried, they will seem new to the iblie—our customers."

Sees No TV-Film Conflict

A pioneer in the co-development of otion picture exhibition and televin—his purchase of American Broadisting Co. shortly after his assumpn of the presidency of the new iramount Theatres company was idely hailed as the first wedding of e arts—Goldenson sees no conflict etween the two. "They cater to differrent times," he declared. At the me time he does not, like some obrvers, believe that motion pictures e trending toward an appeal to a ore restricted audience.

"It's still a mass audience business," asserted, "and it will always be ie." The difference, as he sees it, is the type of entertainment the two edia can offer. Television is resicted in size, scope and budget hereas the motion picture, in its odern dress, has sweep, grandeur id magnificence.

Urges 'Youthful Showmanship'

"But," he stressed excitedly, "that where we need that new, youthful iowmanship. What the motion picire has for its patrons has to be ierchandised."

On particular phases of the future e was just as confident, if not quite positive. There will be fewer theaes, he thinks, again disagreeing with iose who think the future of exhion lies in extensive construction in ie new suburban theatres. The key owntown runs will survive and proser—"if the parking problem is solved, id that's up to the merchants, too." he consent decree, even though it iight have been proper under the onditions at the time it was written, "hamstringing" the industry now ecause its rigid strictures do not alw for changed conditions.

AB-PT under his direction still rmly believes in priming the production pump by direct participation in film-making and, in fact will attempt more ambitious production budgets than its first tentative experiments.

"It's been exciting," he admitted, referring to his first 25 years, "and it's likely to be even more so."

Television Today

Big Profit Gain for British TV Company

From THE DAILY Bureau

LONDON, July 8 (By Air Mail).—Associated Television (ATV), commercial contractors in London and the Midlands, reports an operating profit for the year to April 30, 1958, of £4,053,269, against £447,599 in 1957. The profit after taxation was £1,998,000 against £201,000.

Prince Littler, ATV chairman, in his annual report to stockholders, states: "ATV is negotiating to purchase a major films-for-television producing company, and to participate in television and radio broadcasting overseas. A major project is now before a Commonwealth Government for its approval and companies were being registered in Canada, East Africa, West Indies and Bermuda."

Bought Into BRWT

Littler also revealed that last May the company bought £500,000 seven per cent convertible unsecured loan stock in British Relay Wireless and Television, which operates TV and radio relay services and a rental business. ATV would welcome a third commercial television service in Britain, added Littler.

Modern Teleservice Sets Annual Convention Here

Modern Teleservice, Inc., distributor of television feature and spot films will hold its second annual nation convention here next Tuesday through Friday, it was announced by J. R. Ritenour, president.

Top management crews from Los Angeles, Chicago and New York are scheduled to attend the meetings, at which primary interest will be focused on the growth and development of video tape.

Three Sponsors Sign For 'Lone Ranger'

General Mills, Inc., The Cracker Jack Co. and Smith Brothers have signed to sponsor "The Lone Ranger" on ABC Television for the 1958-59 season, it was announced by William P. Mullen, vice-president and general sales manager of the network. "The Lone Ranger," Sundays, 5:30-6 P.M., E.D.T., is now in its 26th year, and this fall will launch its tenth year on television.

FCC Edict on Toll-TV Expected Next Week

From THE DAILY Bureau

WASHINGTON, July 10. — The Federal Communications Commission will probably decide next week what to do about about House Commerce Committee chairman Harris' latest request for delay on toll-television.

The Arkansas Democrat has asked the FCC to put off any toll-TV action until the new Congress has a chance to study the problem next year.

FCC officials said that Harris' request was put before the commission at a meeting late yesterday, and that the members felt they wanted more time to think it over. Accordingly, it will probably be up for action at the next FCC meeting Wednesday.

Though the FCC has argued that any delay requested by Congress should have a specific terminal date, the commissioners also point out that so far only one toll-TV test application has been filed, and it does not meet FCC requirements.

Winchell Show Sold In Eight TV Markets

National Telefilm Associates' "Walter Winchell File," which has just been placed into syndication, has been sold in eight television markets, Harold Goldman, NTA executive vice-president, said yesterday. The series, scheduled for fall presentation, has been sold to WABC, New York City; WNAC-TV, Boston; WNHC-TV, Hartford-New Haven; WFIL-TV, Philadelphia; WNBF-TV, Binghamton; WLBR-TV, Lebanon-Lancaster; WFBG-TV, Altoona-Johnstown, and KOLD-TV, Tucson.

Thirteen new episodes of the "Walter Winchell File" are now being completed for NTA by Desilu Productions in its Hollywood studios. Upon completion NTA will have a total of 39 programs for world-wide distribution.

'Behind Closed Doors' Set to Start Oct. 2

"Behind Closed Doors," a filmed series dramatizing cases of American counter-espionage, will be presented on the NBC-TV Network starting Thursday, Oct. 2 (9-9:30 P.M., E.D.T.), it was announced by Robert F. Lewine, vice-president, NBC Television Network Programs.

The series will be sponsored on alternate weeks by Whitehall Laboratories, Division of American Home Products Corporation, and Liggett and Myers Tobacco Company for L & M filter cigarettes. The Whitehall order was placed through Ted Bates and Company, Inc., and the L & M order through Dancer-Fitzgerald-Sample, Inc.

WCBS-TV to Form Own New York Sales Staff

Effective October 1, WCBS-TV will set up its own New York sales staff it was announced yesterday by Craig Lawrence, vice-president in charge of CBS owned Television stations and CBS Television Spot Sales for the CBS Television Stations Division. WCBS-TV has had its own sales manager but has used the staff and facilities of CBS Television Spot Sales to represent it both in the New York market and the other markets in the country.

Revenue Has Increased Steadily

"During the time that CBS Television Spot Sales has sold WCBS-TV, there have been substantial gains in revenue each year making the station the biggest in the world," Lawrence said. "However, the advertising dollar volume in the New York area is so large, and the competition for it from all media is so intensive that we believe this is the time to form a sales staff whose time can be devoted exclusively to selling WCBS-TV."

Lawrence said that CBS Television Spot Sales will not reduce its staff. He pointed out that the net result of this move is a 75 per cent increase in the combined sales effort in New York City, with 20 salesmen representing the same stations as 12 have done in the past. In addition to the expansion there will now be the two-way concentration of effort on WCBS-TV by one staff and on the represented stations by one staff.

James Pike Appointed

BOSTON, July 10.—James A. Pike, film director of WNAC-TV, is now vice-president of the Yankee Division of RKO Teleradio Pictures, Inc.—WNAC-TV, it was announced today by Norman Knight, president. Pike joined WNAC-TV on Oct. 4, 1948. He was originally employed by George Steffy, then vice-president in charge of operations of the Yankee Network. Steffy is now executive vice-president of the Yankee Network Division of RKO Teleradio Pictures, Inc., operators of WNAC, WNAC-TV and the Yankee Network.

CBS Ups Gottlieb

The appointment of Lester Gottlieb to the newly created post of director of program development for the CBS Television Network, effective immediately, was announced by Harry G. Ommerle, vice-president in charge of network programs. Gottlieb, who will report to Robert M. Weitman, vice-president in charge of program development, has been a general executive in the CBS Television Network since May, 1958.

HOTTEST PACKAGE

ON TODAY'S MARKET!

BIG $15,000 IN KANSAS CITY! says VARIETY
PACKS SHAWNEE, LEAWOOD Drive-Ins, GLEN, DICKENSON Theatres

SMASHEROO IN SAN ANTONIO!
OUT-GROSSES ANYTHING IN MONTHS AT TEXAS THEATRE

ALL-TIME HIGH IN ST. JOSEPH, MO.!
RECORD-BREAKING CROWDS AT BELT DRIVE-IN

TOPS "MACABRE" IN PORTLAND, ORE.!
50 FT. WOMAN OUTSTRIPS HORROR HIT AT LIBERTY Theatre

POWERHOUSE IN LAREDO, TEXAS!
BIGGEST ALLIED ARTISTS GROSS EVER IN TIVOLI Theatre

LEADS TOWN IN MILWAUKEE! says BOXOFFICE
ALAHAMBRA Theatre REPORTS COMBO HITS 150% BUSINESS

TERRIFIC IN LEAVENWORTH, KANSAS!
BOXOFFICE CYCLONE WOWS 'EM AT SKYLARK DRIVE-IN

BOFFO BIZ IN BROOKLYN, U.S.A.
STRAND THEATRE ALMOST DOUBLES AVERAGE GROSS

THE WORLD'S BIGGEST SENSATION!

ATTACK OF THE 50 FT. WOMAN

SEE
A female colossus
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All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

)L. 84, NO. 9 NEW YORK, U.S.A., MONDAY, JULY 14, 1958 TEN CENTS

)n Admissions

,ocal Taxes n Drop From ,81 to 436

ompo Reports on Period rom Jan. '56 to July '58

The number of local admission ,es throughout the United States opped from 581 on Jan. 1, 1956, to 6 on July 1, 1958, according to ,bert W. Coyne, special counsel for)MPO. He reported the final results COMPO's annual survey of state d local admission taxes at the weekd. Receipts from these taxes totaled 0,231,045.48 in 1957, as compared

(*Continued on page* 2)

'en' in 85 Drive-Ins; 5 More Set This Week

Over 100 specially selected drive-in eatres have played "The Ten Comandments" to date with "astoundg box office results," Edward G. ,umley, U. S. and Canadian sales anager for the picture, said at the

(*Continued on page* 2)

'ara. Names Houlihan ,oston Branch Manager

Daniel R. Houlihan has been omoted from Paramount's Albany, Y., branch manager to Boston anch manager, effective Monday, ly 28, George Weltner, Paramount ctures vice-president in charge of

(*Continued on page* 3)

Television Today Page 7

Surprise Luncheon Held To Honor Goldenson

Leonard H. Goldenson, president of American Broadcasting-Paramount Theatres, was honored by 50 AB-PT executives at a surprise luncheon on Friday at the Hotel Plaza in honor of his 25th anniversary in the industry.

Goldenson, who joined Paramount in 1933, was presented with a sterling silver bowl. The AB-PT executives at the luncheon represented all of the company's divisions.

House Group to Approve Self-Employed Tax Bill

From THE DAILY Bureau

WASHINGTON, July 13. – The House Ways and Means Committee will approve this week a bill that could mean a substantial tax break for small exhibitors and other self-employed persons.

The bill, which was tentatively okayed by the committee Friday, would permit self-employed persons to defer payment of income taxes on certain amounts of income put aside into annuities or other retirement plans. Under the bill, taxes could be deferred on up to 10 per cent or $2,500 a year of income for 20 years;

(*Continued on page* 2)

AFM Gets 484 Votes; Rivals, 580

MGA Gets Bargaining Rights with Studios

Dissident Musicians Victorious in Poll For Jurisdiction in Strike Negotiations

From THE DAILY Bureau

HOLLYWOOD, July 13–The Musicians Guild of America, recently organized as a rival group to the American Federation of Musicians, won the first round in its dispute with the AFM at the weekend when it emerged the victor in an election to determine who will act as bargaining representative to conduct contract negotiations with motion picture studios. The AFM called its members out on strike last February against eight companies, all of whom are members of the Association of Motion Picture Producers.

Voting was conducted last Wednesday and Thursday at the office of the

(*Continued on page* 3)

Eisenhower Will Sign SBA Permanent Bill

From THE DAILY Bureau

WASHINGTON, July 13.–President Eisenhower is expected to sign the bill making the Small Business Administration a permanent agency.

The Senate Friday approved a Senate-House compromise version of this legislation, clearing it for the President. The bill keeps the loan policy board, but increases the maximum SBA loan from $250,000 to $350,000 and lowers the maximum interest rate that can be charged on loans SBA makes in participation with banks and other private lenders.

Chicago Theatres Enjoying Big Summer Boom; Credit Large Influx of Visitors on Vacation

Special to THE DAILY

CHICAGO, July 13–The "movie palace" days when summer vacation visitors to the big city used to include one or more of the big motion picture theatres as a "must" on their agenda seem to be returning with a rush. Loop houses are enjoying a boom this summer at the box office.

A large part of the attendance at such current box office hits as "No Time for Sergeants" at the Chicago, "The Vikings" at the State-Lake, "Kings Go Forth" at the United Artists, and the reissue of "A Streetcar Named Desire" at the near northside Surf are found by the managements to be outlanders.

This is regarded as a development of prime significance in the film resurgence, because this city, like many a metropolis in the summer, experiences a recurring week-end phenomenon of natives hitting for the country and the downtown area being taken over largely by the vacation influx.

Score Network Charges On Barrows TV Report

From THE DAILY Bureau

WASHINGTON, July 13 – The authors of a report recommending tighter Federal Communications Commission control over TV networks charged the networks with "crying wolf" against the report.

They made their charge in testimony before the FCC Friday. The

(*Continued on page* 3)

Skouras Wins European Exhibitor Unit Award

Spyros P. Skouras, president of Twentieth Century-Fox, was named winner of the European Exhibitors Association's 1957-58 Donatello's David Prize for "his exceptional activity in elevating the world-wide motion picture industry."

Formal presentation of the annual award will be made during a ceremony July 26 at the Taormina Theatre in Sicily.

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PERSONAL MENTION

Robert S. Benjamin, chairman of the board of United Artists, will return to New York today from London.

•

Milton R. Rackmil, president of Universal Pictures, left New York at the weekend for the Coast.

•

Roy Disney, president of Walt Disney Productions, and Card Walker, vice-president in charge of advertising and sales, returned to Hollywood at the weekend from New York.

•

Leo F. Samuels, president of Buena Vista; Harold Rand, publicity manager; Lou Gaudreau, business manager; Jim O'Gara, Eastern division manager; Leo Greenfield, assistant Eastern division manager, and Bob Dorfman, exploitation head, have returned to New York from Harrisburg.

•

William Goetz, representative of the U.S. Government and the film industry at the Berlin Film Festival, has returned to New York from Germany.

•

Joseph L. Mankiewicz, president of Figaro, Inc., has arrived in Hollywood from New York.

•

Charles Levy, Buena Vista advertising director, has returned to New York from Toronto.

•

Mrs. Conrad Baker gave birth here late last week to a son. Father is with Sam Baker Associates.

•

John C. Flinn, Allied Artists national advertising-publicity director, and William Castle, producer-director, will leave here today for Hollywood.

•

Irving Rubine, of the Blowitz-Maskel office here, will leave New York today for Boston.

•

Red Doff, producer, will arrive in New York today from the Coast.

•

Sandra Perry, daughter of Richard Perry, sales manager of Principal Film Exchange, has been married to Marton Myles. The bride's mother is secretary to George Roth, of United Motion Picture Organizations.

House Group

(*Continued from page 1*)

taxes would be paid later when the person retires and starts getting the money back, but then he would be in a much lower tax bracket, since he had stopped working.

Chairman Mills (D., Ark.) predicted the bill would be finally approved by the committee this week and would easily pass the House. It could run into a roadblock in the Senate Finance Committee, however. The Treasury is strongly opposing the bill, claiming it would cost the government substantially over" $250,000,000 a year in revenue.

The Ways and Means Committee is also expected to give final approval this week to its small business tax relief bill. This is separate from the self-employed bill, sponsored by Rep. Keogh (D., N. Y.).

'Ten' in 85 Drive-ins

(*Continued from page 1*)

weekend. At present the Cecil B. DeMille production is holding indefinitely in 85 outdoor theatres. This week an additional 45 will open it, Chumley added.

The following "Commandments" drive-in grosses from various sections of the country were cited by Chumley as showing the extent of the picture's box office achievements:

South Main Drive-In (747 cars), Houston, Tex., grossed $8,000 in first four days. Mansfield Drive-In (780 cars), Fort Worth, Tex., grossed $5,000 in first four days plagued by rain and warnings of a tornado. Turnpike Drive-In (750 cars), Miami, Fla., grossed $8,000 in first four days.

All Sections Represented

Hillsboro Drive-In (750 cars), Tampa, Fla., grossed more than $12,000 in the first two weeks. Circle Drive-In (400 cars), Oklahoma City, Okla., grossed $4,000 in first five days, this being in excess of normal business for a five-week period. Oak Hills Drive-In (700 cars), Salt Lake City, Utah, grossed $5,000 in first five days. North Drive-In (794 cars), Denver, Colo., grossed $9,000 in first week.

McDade Drive-In (1200 cars), Glen Alden, Pa., grossed $2,000 Wednesday (9), opening day, or four times the average Wednesday opening. Andalusia Drive-In (650 cars), Andalusia, Pa., grossed $1,500 Wednesday (9), opening day, or four times the average top Wednesday opening.

Acquire 'Adam, Eve'

Joe Felder and Irving Wernick of Famous Roadshow Attractions, Inc., have acquired the distribution rights for New York, including the Albany and Buffalo territories and Northern New Jersey, to "Adam and Eve" from William H. Horne.

ATC's Dempsey Cites Need for Promotion

Special to THE DAILY

BOSTON, July 13 — Bad weather conditions during the past spring, resulting in reduced grosses in this area, gives an added importance to the fourth annual "Promotion Weeks" meeting of American Theatres Corp., it has been emphasized here by James Dempsey, district manager. He pointed to the success of the drive in the past in building grosses and the added incentive this year to make up for the small attendance of recent months.

The annual "Promotion Weeks" drive is slated for the peak attendance weeks during the height of the season, with special events and exploitation stunts designed to attract the family trade.

Various Methods Planned

Among the promotional line-ups are cartoon festivals, free gifts to "Dinny Drive-in" members awarded at the snack bar, free jalopy nights where a used car dealer donates a usable car for a lucky winner, tie-ins with gas stations for Gasoline Nights, "In Person" nights with a magician or a Punch and Judy Show, all kinds of kiddie contests, (freckles or pie-eating.)

Every one of these promotions is directed specifically at the family trade with the knowledge that children are the best salesmen a drive-in can have.

The Dinny Drive-in Club is a safety organization for children, now boasting a membership of approximately 3,000 kiddies in the area of the ATC drive-ins.

Managers Participate

The following managers attended the meeting which was conducted by Dempsey: Larry Capillo, Oxford Drive-in; Gene Geary, Shrewsbury Drive-in; "Pop" Henderson, North Reading Drive-in; Maurice Steletsky, Weymouth Drive-in, and Bob Desmond, Saugus Drive-in.

New Art Theatre in Chicago Doing Well

Special to THE DAILY

CHICAGO, July 13.—Tom Dowd has realized the dream of many a theatre manager to become an owner, and is off to a fast start as new proprietor of the new Capri "art" theatre on the southeast corner of the Loop, rechristened from the former Ziegfeld.

"Nana," which Dowd succeeded in getting permission from the police censors to show on an adults only basis, has turned out to be a first class vehicle for the debut of the completely redecorated house. Ziegfeld's name stayed in the movie marquee lights for just six years.

Local Taxes

(*Continued from page 1*)

with $13,128,215.95 in 1956, with revenues from 86 municipalities unreported in 1957 and 65 not registered in 1956.

Previously, Coyne had announced that 21 states and two territories still imposed sales taxes on motion picture admissions. Revenues from state and territorial admission taxes totaled $8,938,519.97 in 1957 as compared with $9,812,728.47 in 1956, with figures from five states unavailable because taxes on admissions are not segregrated from other sales taxes.

Combined state and local admission taxes totaled $19,169,565.46 in 1957, as compared with $22,940,944.42 in 1956.

In addition to the local admission taxes repealed during the past 18 months, Coyne said, more than a score of municipalities have either reduced admission taxes or raised exemption from such taxes.

Coyne 'Much Encouraged'

"We are very much encouraged," Coyne said, "by the progress made in eliminating these discriminatory taxes, and congratulate the exhibitor groups and other industry representatives who have spearheaded these local campaigns.

"The fight for complete repeal of these taxes must go on," he added, "at the national, state and local levels. We are still hopeful of getting additional relief at the national level before Congress adjourns next month but if we fail we shall continue our efforts at the next session of Congress. These admission taxes place an intolerable burden on our industry. It behooves every industry representative to fight relentlessly for their repeal.

Close to Situation in Capital

"COMPO's National Tax Committee is keeping in close touch with the legislative situation in Congress, and will continue to give all assistance possible to exhibitor groups and others campaigning for tax relief at the local level."

Jackter Meets Press In Dallas for 'Key'

Special to THE DAILY

DALLAS, July 13—Rube Jackter, Columbia Pictures general sales manager was host here for the members of the press at a cocktail party and luncheon held in the Statler Hotel on Friday. The affair was a feature of the exploitation campaign in this area for "The Key."

William W. "Bill" Lewis is handling the promotion on a free-lance basis. He was formerly general manager for the I. B. Adelman circuit, with headquarters at the Delman Theatre.

MOTION PICTURE DAILY. Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Floyd E. Stone, Photo Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager. TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Vincent Canby, Eastern Editors. Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; Telephone HOllywood 7-2145; Washington, J. A. Otten, National Press Club, Washington, D. C.; London Bureau, 4, Bear St. Leicester Square, W. 2, Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in the principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 times a year as a section of Motion Picture Herald; Television Today, published daily as a part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fame. Entered as second class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign. Single copies, 10c.

PEOPLE

Phillip C. Wolz, director of plant ecurity for the Kodak Park Works of astman Kodak Co., Rochester, will etire on Jan. 1 after 39 years with e company. He will be succeeded y **Allen L. Cobb,** director of safety nd fire protection, who under an rganizational change, will head the ew industrial safety department.

◆

Guenther Stapenhorst, president of arlton Films, Munich, and a veteran f the industry in Germany and other reas of the Continent, recently celerated his 75th birthday.

◆

H. D. "Hank" Hearn, veteran istribution and exhibition executive, as been named special sales reprentative for Rank Film Distributors f America in the Southern territory, nder the supervision of regional anager Dave Prince.

◆

Philip Nance, manager of the Vilge Theatre, Cameron Village, N. C., as been awarded a $500 mink stole s the winner, for the third consecuive year, of the "Six Weeks Showanship Drive" of Consolidated Theares, Charlotte.

'Eternity' Re-Release Reported Drawing Well

Re-release engagements of "From ere to Eternity" continue to do well t the box office, according to a reort compiled at the weekend by Colmbia Pictures.

The completion of one-week playg time at two key first-run houses rought returns in excess of new topated films within the first week, Colmbia said. At the Paramount in Des oines, the gross was $8,000, while t the Rialto in Louisville the figure was $5,800.

Drive-ins in the major cities also re hitting top figures, Columbia dded, citing the case of the Circle heatre in Lexington, Ky., where the ilm netted $1,250 on its opening day.

Edith Head, Krisman Heard at Workshop

From THE DAILY Bureau

HOLLYWOOD, July 13 – Edith Head, representing Hollywood costume designers, told assembled educators at the second annual Motion Picture Industry Workshop, in its fifth session Friday at the Fairfax High School, that her craft is one in which the designer should be psychologist, psychiatrist and philospher to meet the daily challenge of dealing with producers, directors, stars and budget.

Because of films' influence on the public, Miss Head said, clothes should be shown in good taste as well as in fashion.

Serge Krisman, president of the Society of Motion Picture Art Directors, sharing the program with Miss Head, said "sets must never intrude in a dramatic picture unless they project a story point; and, of 50 films made abroad last year 20 could have been made in Hollywood.

MGA Wins Bargaining Rights with Studios

(*Continued from page* 1)

National Labor Relations Board in Los Angeles, which had granted the petition of the dissident MGA for recognition. Eligible to vote in the jurisdictional election were some 1,200 members out of the 16,000 represented by the Federation's Los Angeles Local 47.

Results, officially announced on Friday, gave 580 votes to the Guild and 484 to the Federation.

Walkout to End, Says Read

Cecil F. Read, temporary chairman of MGA, on Friday told the press that upon certification from NLRB, expected within five days, MGA intends to get an immediate interim agreement permitting musicians to return to work at the major studios within a week.

Read further stated that there was no immediate interest in an AFL charter, and that MGA could exist without AFL.

Upon learning the outcome of the voting Herman Kenin, president of the AFM, issued the following statement: "This can only be a short-lived victory for a small splinter group that can never hope to find a place within organized labor."

At issue in the strike between the musicians and the studios is the demand of the Federation for a share of the profits made from sales of post-1948 theatrical films to television. Representatives of both groups held a series of meetings on the subject in New York which ended in a stalemate. The union struck when its contract expired on Feb. 19.

Since the strike some of the studios have sent their pictures abroad to be scored by foreign musicians. The studios struck include Metro-Goldwyn-Mayer, Twentieth Century-Fox, Warner Brothers, Paramount, Columbia, Walt Disney, Universal-International, and Allied Artists.

Action of the studios in going abroad for scoring was protested by the AFM recently when it started "informational" picketing of theatres in 19 cities across the country showing two such pictures.

The weekend victory of the dissident group of musicians was one of the few times in the history of the powerful AFM that it has lost in a dispute within its ranks. For 18 years the 260,000–member group was firmly united under the leadership of James C. Petrillo. He retired as its president last month.

Rogers-Cowan, Jacobs To Be Separate Entities

Rogers, Cowan & Jacobs, Inc., public relations organizations, will be dissolved as of September 1, it was announced at the weekend. As of that date, Rogers & Cowan, Inc. and Arthur P. Jacobs Company, Inc. will once more begin to operate as separate entities. The two public relation firms merged in September, 1957.

The announcement stated the reason for the dissolution grew out of "the mutual decision that it is more feasible to operate as separate companies."

The dissolution is "completely amicable," it was pointed out, and the firms will continue to operate jointly for the next six weeks on all accounts. Decisions regarding personnel and location of offices will be announced shortly.

6-Month Admission Tax Shows Rise in Miss.

Special to THE DAILY

JACKSON, Miss., July 13. – The Mississippi Tax Commission reports that admission tax collections for the first six months of 1958 totaled $165,862.55, as compared to $156,718.23 collected from the same source in the corresponding period of last year.

Set 'Tarzan' Dates

M-G-M has set "Tarzan's Fight for Life" for saturation openings this month in the Dallas-San Antonio areas and for Charlotte, N. C., and surrounding cities. The Dallas and San Antonio openings yesterday and the Charlotte area next week are expected to set the booking pattern around the country for the picture.

TOA Meet to Include Equipment Bureau

An "appointment bureau" will be operated by Theatre Owners of America at its 11th annual national convention and trade show at the Hotel Americana in Miami Beach, Oct. 21-25. The bureau, which will be constantly manned during convention hours, will make appointments for theatremen to see specific equipment and supply dealers exhibiting at the trade show, which will be staged jointly by TOA and the National Association of Concessionaires.

S. L. Gillette of Salt Lake City, Sumner Redstone of Boston, and J. B. Schuyler of Butler, Wisc., convention co-chairmen, said the bureau was conceived as a means of making sure that theatremen would be able to see all the trade exhibitors in whose products they were interested in an orderly and organized manner. Appointment schedules for all booth exhibitors will be maintained at the bureau and specific appointments made for the individual theatremen.

Will Serve as Clearing House

The bureau, they said, will also serve as a clearing house for trade show information, as an additional means of enabling as many theatremen as possible to spend the maximum amount of time at the trade show without wasted time or motion.

3 Novels Bought for Columbia Best-Sellers

Three novels which will be turned into motion pictures for Columbia Pictures release were on major best-sellers lists yesterday.

The trio includes "Anatomy of a Murder," which has topped the lists for five months and which will be produced for the screen by Otto Preminger; "The Mountain Road," to be made by William Goetz, with James Stewart in the leading role; and "The Image Makers," just published and which will be brought to the screen by Charles Schnee.

Barrow Report

(*Continued from page* 1)

Commission has been holding hearings on the controversial report prepared by a special group headed by Dean Roscoe L. Barrow of the University of Cincinnati Law School. Networks earlier claimed the report would in effect end network broadcasting; Barrow and his aides will defend their report further tomorrow.

The report recommended tight limits on the number of stations a network could control in top market areas and other changes in FCC policies.

Barrow said network testimony amounted to a "cry of wolf." He denied his recommendations would destroy the network system, and said that "of course the networks desire the status quo which they concede gives them a shield from competition."

The group's recommendations, he insisted, "are designed to promote competition" and thus avoid a situation demanding even closer government regulation. The report specifically recognizes that nationwide networks are necessary and desirable, the FCC was told.

Princeton economics professor Jesse W. Markman, another of the report's authors, said the limited ownership rule would not guarantee formation of a fourth major TV network but "might facilitate" it.

Para. Names Houlihan

(*Continued from page* 1)

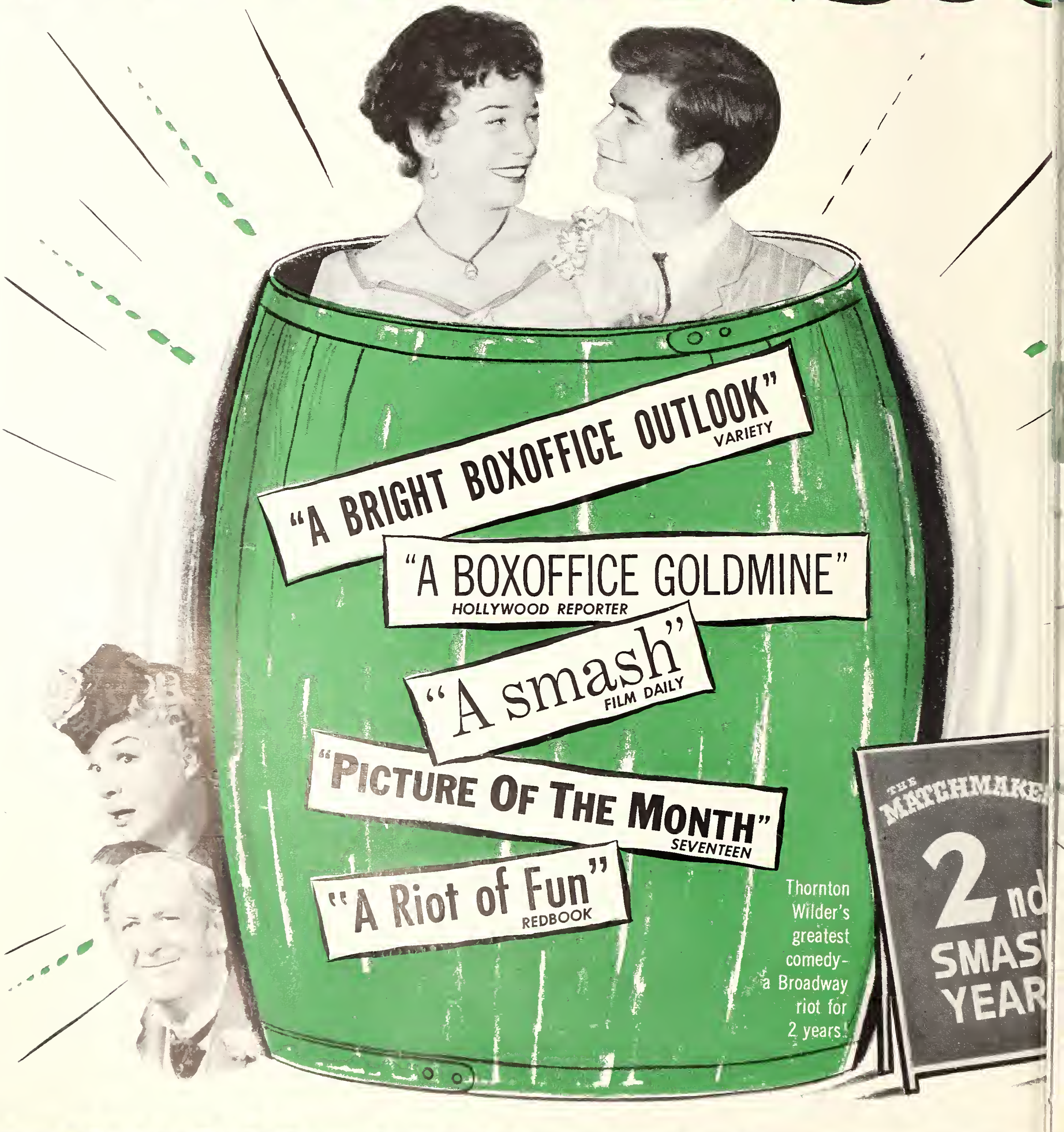
world sales, announced here at the weekend.

Gasper Urban, present Boston branch manager, has been named Boston sales manager, under Houlihan, effective the same date.

Houlihan joined Paramount in November, 1951, as Albany branch manager, and has held that post since then. Urban, who joined Paramount in 1949 as an apprentice booker in the Boston branch, was at various times head booker, office manager and salesman before being named Boston branch manager in 1955.

EVERYBODY AGREES:

It's a barrel o
with BLOCKBUS



"A BRIGHT BOXOFFICE OUTLOOK" VARIETY

"A BOXOFFICE GOLDMINE" HOLLYWOOD REPORTER

"A smash" FILM DAILY

"PICTURE OF THE MONTH" SEVENTEEN

"A Riot of Fun" REDBOOK

Thornton Wilder's greatest comedy-a Broadway riot for 2 years!

un . . . packed
ER business!!

Paramount presents
The DON HARTMAN
Production of

The Matchmaker

starring

SHIRLEY BOOTH · ANTHONY PERKINS
SHIRLEY MacLAINE · PAUL FORD

Directed by Joseph Anthony · Produced by Don Hartman
Screenplay by John Michael Hayes
From the Play by Thornton Wilder

VISTAVISION®
MOTION PICTURE HIGH FIDELITY

MOTION PICTURE DAILY'S BOOKING CHART

	ALLIED ARTISTS	COLUMBIA	M-G-M	PARA.	20TH FOX	UNITED ARTISTS	UNIV.-INT'L	WARNERS	OTHERS
JULY	FRANKENSTEIN—1970 (CS) Boris Karloff, Jana Lund SNOWFIRE Molly McGowan, Don Megowan THE LITTLEST HOBO — 77 min. (Rev. 7/9/58) THE ACCURSED Robert Bray SPY IN THE SKY Steve Brodie, Andrea Domburg	REVENGE OF FRANKENSTEIN Peter Cushing, Eunice Gayson — 90 min. (Rev. 6/18/58) THE CAMP ON BLOOD ISLAND Carl Mohner, Andre Morrell — 81 min. (Rev. 6/13/58) THE KEY (CS) William Holden, Sophia Loren—125 min. (Rev. 6/11/58) GUNMAN'S WALK (CS, color) Van Heflin, Tab Hunter—97 min. (Rev. 6/12/58) LIFE BEGINS AT 17 Mark Damon, Dorothy Johnson — 75 min. (Rev. 6/23/58) THE SNORKEL Peter Van Eyck, Betta S. John — 75 min. (Rev. 6/13/58) CURSE OF THE DEMON Dana Andrews, Peggy Cummins	GIGI (CS, color) Leslie Caron, Maurice Chevalier — 116 min. (Rev. 5/15/58) IMITATION GENERAL (CS) Glenn Ford, Red Buttons — 88 min. (Rev. 6/25/58) TARZAN'S FIGHT FOR LIFE (CS) Gordon Scott, Eve Brent —86 min. (Rev. 7/3/58)	KING CREOLE (VV) Elvis Presley—116 min. (Rev. 5/21/58) ROCK - A - BYE BABY (VV, color) Jerry Lewis, Marilyn Maxwell — 103 min. (Rev. 6/5/58)	THE BRAVADOS (CS, color) Gregory Peck, Joan Collins—98 min. (Rev. 6/4/58) SIERRA BARON (CS, color) Brian Keith, Rip Jason—80 min. (Rev. 6/27/58) THE FLY Herbert Marshall, Vincent Price GANG WAR Charles Bronson, Kent Taylor — 74 min. (Rev. 5/26/58)	THE VIKINGS (color) Kirk Douglas, Tony Curtis — 114 min. (Rev. 5/20/58) KINGS GO FORTH Frank Sinatra, Natalie Wood—109 min. (Rev. 6/13/58) I BURY THE LIVING Richard Boone, Peggy Maurer	A TIME TO LOVE AND A TIME TO DIE (CS, color) John Gavin, Lilo Pulver—132 min. (Rev, 4/1/58) KATHY O' (CS) Dan Duryea, Jan Sterling —99 min. (Rev. 4/24/58) THE LAST OF THE FAST GUNS (CS, color) Jack Mahoney, Linda Cristal — 82 min. (Rev. 6/19/58)	INDISCREET (color) Cary Grant, Ingrid Bergman — 100 min. (Rev. 5/28/58) NO TIME FOR SERGEANTS Andy Griffith, Nick Adams —111 min. (Rev. 5/7/58)	HOW TO MAKE A MONSTER (AIP) Robert Harris, Paul Brinegar WAR OF THE COLOSSAL BEAST (AIP) Roger Pace, Sally Fraser TANK BATALLION (AIP) Don Kelly, Marjorie Hellen THE LIGHT IN THE FOREST (BV) (color) Fess Parker, Wendell Core —93 min. (Rev. 5/2/58) NIGHT AMBUSH (Rank F. D. A.) Dirk Bogarde, Marius Gering — 9 min. (Rev. 4/25/58) DANGEROUS EXILE (Rank F.D.A.) (VV, color) Louis Jourdan, Belind Lee THE CAPTAIN FROM KOEPENICK (DCA) (color) Heinz Ruhmann Hannelore Schroth THREE MEN IN A BOAT (DCA) (CS, color) Laurence Harvey, Jimm Edwards CIRCUS OF LOVE (DCA) (color) Curt Jurgens, Eva Bartok
AUGUST	CRY BABY KILLER Jack Nicholson, Carolyn Mitchell HOT CAR GIRL Richard Bakalyan, June Kenny GUNSMOKE IN TUCSON (CS, color) George Montgomery, Randy Stuart EVERYBODY ROCK	BUCHANAN RIDES AGAIN (color) Randolph Scott, William Leslie TANK FORCE (CS, color) Victor Mature, Leo Genn	THE BADLANDERS (CS, color) Alan Ladd, Ernest Borgnine THE RELUCTANT DEB (CS, color) Rex Harrison, Kay Kendall ANDY HARDY COMES HOME Mickey Rooney	THE MATCHMAKER (VV) Shirley Booth, Anthony Perkins — 101 min. (Rev. 5/1/58)	A CERTAIN SMILE (CS, color) Rossano Brazzi, Joan Fontaine RX-MURDER (CS) Rick Jason, Marius Goring THE FIEND WHO WALKED THE WEST Hugh O'Brian, Robert Evans FLAMING FRONTIER	THE BIG COUNTRY (Technirama, color) Gregory Peck, Jean Simmons LA PARISIENNE (color) Brigitte Bardot CHINA DOLL Victor Mature, LiLi Hua IT, THE TERROR FROM BEYOND SPACE Marshall Thompson THE CURSE OF THE FACELESS MAN Richard Anderson	WILD HERITAGE (CS, color) Will Rogers, Jr., Maureen O'Sullivan — 78 min. (Rev. 6/24/58) TWILIGHT FOR THE GODS (color) Rock Hudson, Cyd Charisse — 120 min. (Rev. 7/8/58) VOICE IN THE MIRROR (CS) Richard Egan, Julie London — 102 min. (Rev. 5/21/58)	THE NAKED AND THE DEAD (CS, color) Aldo Ray, Cliff Robertson BAD MAN'S COUNTRY George Montgomery, Neville Brand—68 min. (Rev. 5/26/58) THE OLD MAN AND THE SEA (color) Spencer Tracy — 86 min. (Rev. 5/21/58)	THE GYPSY AND THE GENTLEMAN (RFDA) (color) Melina Mercouri, Keith Michell WINDOM'S WAY (Rank F. D. A.) (color) Peter Finch, Mary Ure LISA (DCA) Maria Schell, D. W. Fischer SENECHAL THE MAGNIFICENT (DCA) Fernandel, Nadia Gray
SEPTEMBER	NOT SET	ME AND THE COLONEL Danny Kaye, Curt Jurgens THE WHOLE TRUTH Stewart Granger, Donna Reed GHOST OF THE CHINA SEA David Brian SHE PLAYED WITH FIRE Jack Hawkins, Arlene Dahl—95 min. (Rev. 6/5/58)	CAT ON A HOT TIN ROOF (CS) Elizabeth Taylor, Paul Newman	NOT SET	THE HUNTERS (CS, color) Robert Wagner, Robert Mitchum HARRY BLACK (CS, color) Stewart Granger, Barbara Rush SMILEY GETS A GUN (CS, color) Keith Calvert, Dame Sybil Thorndike VILLA (CS, color) Cesar Romero, Brian Keith	NOT SET	ONCE UPON A HORSE (CS) Dan Rowan, Dick Martin RIDE A CROOKED TRAIL (CS, color) Audie Murphy, Gia Scala	ACROSS THE EVERGLADES (color) Burl Ives, Christopher Plummer	THE SECRET (DCA) Sam Wanamaker, Mandy TIME LOCK (DCA) Robert Beatty, Lee Patterson DEFEND MY LOVE (DCA) Martine Carol, Vittorie Gassman A TALE OF TWO CITIES (Rank F.D.A.) Dirk Bogarde, Dorothy Tutin CARVE HER NAME WITH PRIDE (Rank F.D.A.) Virginia McKenna, Paul Scofield

KEY: SYSTEM: CS—CinemaScope; VV—VistaVision; (Rev.) Motion Picture Daily Review Date.

N OUR VIEW

Television Today

THOSE who violate the Code create damage far greater than the expedient they may gain." ose were the words of Marion rper, Jr., president of the redoubt- l e McCann-Erickson advertising ency, speaking at the NAB con- ntion a while back. Code obser- nce, it was stressed by the advertis- ; executive, is a *must* if good busi- ss, public and government relations to be maintained by the broad- sting industry.

•

Mr. Harper's remarks, in referring the Television Code and its obser- nce, were directed rather particular- to advertising presentation, but the ce of his observations are no less lid where programming content ner than advertising is concerned. e executive makes the simple, de- rative assertion: "Control of ad- rtising presentation is basic to the ccess of your stations." He went on point out that observance of Code gulations, as reported by the NAB's nitoring service, is excellent. But made the salient point that near mpliance, or a fine record, is not ough, because the effect of a few lations is out of all proportion to harm they can do. "Crime makes re news than law observance. Bad nners get more notice than good nners," Mr. Harper said with un- estionable accuracy.

•

It is not all a simple matter of ad- ring to a set of standards, laid down e the dimensions of a floor. Rather is a matter of judgment, time and ain, and of the application so often a fair portion of God-given com- n sense. That's a recipe which will rk wonders in so many situations. Mr. Harper goes on to say that the de's provision for self-discipline is ertainly to be preferred to outside nsorship." Strict enforcement of the sent procedures he sees as adequate meet the situation. A 100 per cent mpliance is needed, he declared. fenses against good taste and good se in advertising on television pro- ke a much more violent and much re rapid reaction than do similar enses on the printed page. The res- nse is vigorous, angry, and results serious harm to all phases of the blic relations which are so vital to well-being of the television indus- .

•

Speaking of advertising, a recent tion of the NAB is to be heartily dorsed, in its vigorously expressed position to a Senate bill which uld prohibit all radio and television advertising of alcoholic beverages. In the first place, broadcasters already police the matter of alcoholic beverage advertising, and do a highly commendable job of it. And in the second place, and even more important, the proposed legislation would constitute the grossest kind of discrimination against one body of advertisers as compared to others. The industry should make itself heard—and loudly.

—*Charles S. Aaronson*

GENERATOR FOR SALE

Excellent condition. 1200 Amp D.C. gas driven portable generator set; brand new 2000 cubic inch Leroy Gas Engine. Completely sound proof.

WILLIAM SALTZMAN

709 N. Ridgewood Pl. Hollywood 38, Cal.

Sarnoff and Kintner Elections Announced

Robert W. Sarnoff was elected chairman of the board and chief executive officer of the National Broadcasting Company by the NBC board of directors on Friday. Sarnoff, who has served as president and chief executive officer since Dec. 7, 1955, announced that Robert E. Kintner, executive vice-president, television network, had been elected president of NBC and would report to him.

In addition to Kintner, David C. Adams, executive vice-president for corporate relations, and Kenneth W. Bilby, executive vice-president for public relations, will report to the NBC chairman. The heads of other major company activities will report to Kintner.

WABC-TV Billings Up 65 Per Cent in Quarter

Billings for WABC-TV in the second quarter this year show an increase of 65 per cent over the same period last year, it was announced by Robert L. Stone, vice-president in charge of the flagship station.

The jump in business was attributed to several factors, he said, the first of which is that the ratings the station now delivers—both day and evening—are higher than ever.

In addition, he cited the "general high quality" of ABC-TV's network summer programming, illustrated by such shows as "Traffic Court" and "Confession," both of which were sold out locally before they made their debuts several weeks ago.

Drackett Signs for Part 'Maverick' Sponsorship

The Drackett Co. has purchased one-fourth sponsorship of "Maverick" and in effect will share sponsorship with Kaiser Companies every other week, effective July 13, with Kaiser continuing its full sponsorship of the series on the alternate weeks.

Drackett sponsorship of the Warner Bros. series will continue through the 1958-59 season on ABC Television. Drackett will sponsor in behalf of Windex, Drano and Twinkle.

Four Additions Made To TPA's Sales Staff

Spence Fennell, John Nercesian, R. Russell Roop and David Willis last week joined the sales staff of Television Programs of America, Inc., it was announced by Michael M. Sillerman, TPA executive vice-president.

Fennell, who will headquarter in San Francisco, reporting to Walt Plant, Western division vice-president, resigned from Ziv TV to joint TPA. He formerly headed his own advertising agency.

Nercesian, who has been assigned to the Denver, Colo., territory, has been a feature film distributor in that area for many years, starting in 1940. For the last four years he has been in feature film distribution in California.

Headed Own Agency

Roop was formerly head of his own advertising agency, specializing in streetcar and bus advertising. Before that, he was with Barron G. Collier, Inc. He will headquarter in Pittsburgh for TPA, reporting to Hardie Frieberg, Eastern division vice-president.

David Willis joined TPA late in 1955 and resigned a year ago. He has an extensive background as an advertising salesman. He has been assigned to TPA's station sales division on a roving basis.

Bell Tele. to Sponsor 8 One-Hour Telecasts

Eight special one-hour programs will be presented on the NBC-TV Network under the sponsorship of the Bell Telephone Companies during the 1958-59 season, it was announced by Robert F. Lewine, vice-president, NBC Television Network Programs.

There will be two separate series of programs, four devoted to science and four to music and dance. All eight will be colorcast.

The first program will be shown on Thursday, Oct. 23. This will be a science program specially filmed by Warner Brothers. The other three science programs, also on film, will include repeats of two of last year's Bell System science series, produced by Frank Capra, and another new WB production.

Jaffe Will Produce

The four music-and-dance shows will originate live in New York and will feature top classical, popular and folk stars. Donald Voorhees and his orchestra will participate in these programs, which will be produced by Henry Jaffe Enterprises.

Dates for the other presentations, on various days of the week, will be announced shortly. N. W. Ayer and Son, Inc., is advertising agency for Bell Telephone.

Scalpone Now Has Own Firm

By SAMUEL D. BERNS

HOLLYWOOD, July 13.—Alfred J. Scalpone, who left CBS-Television City under an agreement whereby he will continue as a program executive the next two years, has opened offices at the Desilu-Gower Street Studios, announcing the formation of his own company, La Mesa Productions, Inc.

La Mesa's initial deal is with CBS-TV for the production of a minimum of four pilots over the next two years, which CBS will finance. Two of these must be in the half-hour form, the others optional as hour programs.

Scalpone, in an interview, said he regarded the production of pilots offered as subjects for series replacements in January a hazardous approach from a production and sales standpoint. The time element in preparing programs on short notice to meet a January date is too "nerve-racking," and trying to rebuild a time-slot's rating in a declining market is too risky, Scalpone explained.

Four Properties Described

Scalpone's first four properties, in active development, all intended as half-hour series, which he described as "different" in treatment and characterization include: "The Sergeant and the Lady," which will be written by Herb Meadow, and "Man on the Beach," scripted by Gwen Bagni and Irwin Gielgud. These two, developed originally during Scalpone's exclusive services for CBS, were acquired by him for La Mesa. The other two are "The Man Who Fought Back," conceived by Scalpone and Meadow; and "Grip of Terror," based on the true story of two men, who secretly spent five years as undercover agents for FBI in its war against Communism.

HAVE PASSPORT WILL TRAVEL

anyplace, anytime, for any purpose to serve a motion picture producer or distributor.

HARRY K. McWILLIAMS

Knows how to go places and get things done . . . a self-starter who cuts through the red tape and secures results.

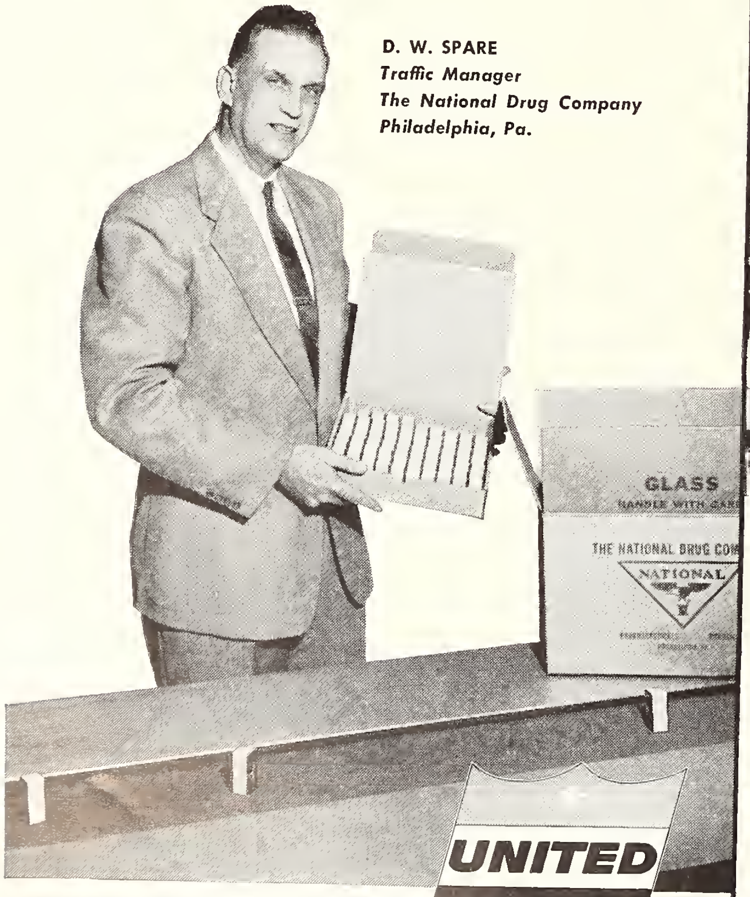
Available in August

Phone: BEECHMONT 1-1436

Cincinnati, Ohio

Speed Saves Lives—

"THERE'S NO GUESSWORK ON DELIVERY WHEN UNITED CARRIES OUR VACCINES"



D. W. SPARE
Traffic Manager
The National Drug Company
Philadelphia, Pa.

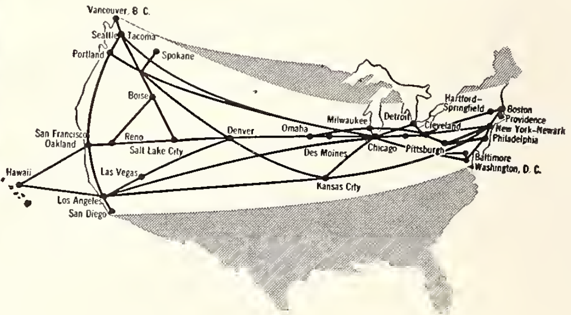
UNITED AIR LINES ®

"Vaccines travel first class and tolerate no delays. There's too much at stake. When United confirms my reserved air freight space, I stop worrying. Because of United's reservation system and radar dependability, I can promise that our vaccines will arrive—and when."

For service, information or free Air Freight booklet, call the nearest United Air Lines Representative or write Cargo Sales Division, United Air Lines, 36 So. Wabash Ave., Chicago 3, Illinois.

"WITHOUT AIR FREIGHT, we'd need laboratories like this one in several parts of the country. You can't produce and ship biologicals by the carload, yet you must be flexible enough to meet local demand when it occurs – and in a hurry."

"UNITED CAN RESERVE SPACE for me on extremely short notice – and has. Al Carnahan, United's Philadelphia representative, follows through to see that the shipment is properly loaded at the right temperature. Extra reassurance for me."



UNITED SERVES 80 MAJOR CITIES, offers broad market coverage on regular passenger Mainliners® as well as on DC-6A Cargoliners.

IT COSTS NO MORE FOR EXTRA DEPENDABILITY—ON UNITED, THE RADAR LINE

All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

OL. 84, NO. 10 NEW YORK, U.S.A., TUESDAY, JULY 15, 1958 TEN CENTS

Iartin Reports

U' Bookings For Quarter Ahead of '57

ays Domestic Grosses lso Holding Up Well

By CHARLES S. AARONSON

(Picture on Page 4)

Comparatively high budget, quality ms, but fewer in number than in evious years, are planned by Unirsal for next season, beginning Nov.

Henry H. Martin, Universal genal sales manager, told the trade ess at a luncheon discussion here sterday. During the current year, e company will have released 39 ctures, he said. Outside product hich meets the release needs of the mpany will be welcomed, he indited.

Sounding an optimistic note, Mar-

(Continued on page 4)

dler, Moskowitz Here or Talks on 'West'

Twentieth Century-Fox executive roduction head Buddy Adler and ce-president and eastern studio rep-sentative Joseph H. Moskowitz will rive here today from the West Coast r conferences with home office excutives. Chief among the topics dur-

(Continued on page 4)

dams Will Speak at ulf States Luncheon

Special to THE DAILY

NEW ORLEANS, July 14.—Horace dams, president of Allied States Asciation, will be the principal speak- at the forthcoming Allied Theatre wners of the Gulf States, Inc., conention meeting to be held here Aug.

(Continued on page 4)

Television Today Page 5

Tax Bill Approved by House Unit Seen Big Aid to Small Exhibitors

From THE DAILY Bureau

WASHINGTON, July 14—The House Ways and Means Committee today approved a small business tax relief bill which could be of sizeable help to small exhibitors.

The measure, which is expected to become law this year, would give smaller firms tax help to the tune of $250,000,000 a year on income and estate-tax problems.

A major provision would provide a flat special 20 per cent depreciation deduction the first year on limited amounts of investment in used or new

(Continued on page 4)

Burt Sloane Named UA Asst. Publicity Mgr.

Burt Sloane

Burt Sloane has been named assistant publicity manager for United Artists, it was announced by Roger H. Lewis, National Director of advertising, publicity and exploitation.

Sloane, who has served as UA's trade publicity representative since 1953, replaces Maurice Segal who has been named West Coast publicity coordinator. In his new position, Sloane will serve

(Continued on page 2)

A.A. Officials Buying Company Stock Heavily

From THE DAILY Bureau

WASHINGTON, July 14—Officers and directors of Allied Artists greatly increased their holdings of that corporation's common stock during the past few months, according to the latest report issued by the Securities and Exchange Commission. Samuel

(Continued on page 5)

Dismiss Censorship Case in Providence

Special to THE DAILY

PROVIDENCE, July 14—A split decision in U.S. District Court has dismissed on technical grounds a constitutional challenge of this city's censorship procedures. The opinion ruled that "there has never been an application made for a license" to exhibit

(Continued on page 5)

Robert Wile Dies; Was Fox Executive

Robert A. Wile, director of exhibitor relations for 20th Century-Fox, died yesterday at his home here. He was 52 years old.

Funeral services for the motion picture executive will be held Wednesday, 3 P.M. at the Plaza Funeral Home, 40 W. 58th St.

Wile joined 20th last September

(Continued on page 5)

Value Line Predicts Prosperous Year for Producers-Distributors

Current indications are that this year will be "a prosperous one" for producers-distributors despite losses reported by several of them for the early part of the year, the Value Line Investment Survey finds in its current report on prospects for the amusement industry.

But the picture is less bright for exhibition, the survey states, and attributes it to failure of exhibitors to adjust themselves to the new economic environment. However, it finds this to be less true of the large theatre corporations, pointing out that most of them already have engaged in some form of diversification and that the benefits therefrom either are discernible now or should be in the near future.

The survey reiterates its earlier prediction that there will probably be more pictures grossing $5,000,000 domestic this year than in any other year in production history.

It attributes much of the poor showing earlier this year of production-

(Continued on page 3)

Others Later

2 New Chances For Action on US Ticket Tax

Bills to Reach Amendment Stage Within Next 10 Days

Two chances of getting legislative action on the industry effort to obtain Federal admissions tax relief are on the legislative horizon for the next week or 10 days, Robert W. Coyne, Compo special counsel, disclosed here yesterday prior to his return to Washington to continue his efforts toward repeal of the remaining 10 per cent Federal tax.

Hearings will begin before the Senate finance committee on a bill providing for revisions in administration and procedures of revenue agencies,

(Continued on page 4)

Blumenstock Resigns As Para. Ad Manager

Sid Blumenstock, Paramount Pictures' advertising manager since 1949, announced his resignation yesterday effective August 1. He also has served as assistant head of the company's advertising, publicity and exploitation department for the past seven years.

Prior to joining Paramount, Blumenstock held important advertising-pro-

(Continued on page 2)

Business Shows Strong Gains in Columbus, O.

Special to THE DAILY

COLUMBUS, O., July 14—Summer business is on a definite climb here at both indoor and drive-in houses. "No Time For Sergeants" has started a second week after one of the biggest first weeks of the year at RKO Palace. "The Vikings" continues strong in a second week at Loew's Ohio. "South Pacific" started a third week at Hunt's CineStage. "The Ten Commandments" opened strong in its first local drive-in bookings at the Airport and North High. "Around the World in 80 Days" started a second week at five Neth neighborhood theatres.

PERSONAL MENTION

P. T. DANA, Universal Pictures Eastern sales manager, left here yesterday for a two-week tour of his territory.

•

Ned Clarke, Buena Vista foreign sales manager, has left New York for England, the Continent and South Africa.

•

George Roscoe, field representative for Theatre Owners of America, has left New York for Memphis, where he will spend 10 days.

•

William Kelley, Motion Picture Industry Council director, has returned to Hollywood from England.

•

Ted Harris, partner in the State Theatre, Hartford, became a grandfather for the third time with the birth of a girl to their daughter, **Mrs. Ozzie Levinson**, of West Hartford.

•

Kate Cameron, "New York Daily News" film columnist; **Bette Davis** and **Jan Sterling** will return to New York from Europe today aboard the "Queen Mary."

Paul Ash, Band Star Dies After Long Illness

Paul Ash, 67, one of the first and most widely known stage band leaders, who was musical director and conductor at the Roxy Theatre here for 16 years, died at his Manhattan home yesterday following a long illness.

Early members of his band included Paul Whiteman, Tommy and Jimmy Dorsey and Glenn Miller. He was credited with making stage bands prime attractions of the combined film and stage show houses of the 1920s and early 1930s. His band was dissolved in 1936 when he joined the Roxy. He retired a number of years ago. Ash is survived by his wife, Mrs. Ida Gold Ash, a daughter and a sister.

Burt Sloan Named

(*Continued from page* 1)

under Mort Nathanson, UA publicity manager.

John Skouras, who has been with the UA publicity department for three years, will replace Sloane.

Born in New York City in 1916, Sloane was educated at Stevens Prep in Hoboken and Columbia College in New York. In 1950, Sloane entered the film industry as a press book writer for Paramount Pictures. In 1953, he moved to United Artists.

U.K. Producers Talk with Unions On Effecting Industry Economies

By PETER BURNUP

LONDON, July 11 (By Air Mail)—Taking count of the current trend towards co-operation between management and labour in major industries here, British producers are seeking ways and means of effecting economies in production in discussions with the various sections of workers in the studios.

The matter arose when BFPA's executive council was given details of recent negotiations resulting in a flat increase in pay of 3d per hour to members of NATKE and the Electrical Trades Union. Council members were then informed by their president Arthur Watkins that the two unions had agreed to discuss a number of specific proposals for revisions in the standard agreement designed to effect economies in production.

Economic Condition Stressed

President Watkins subsequently told newsmen that he and his members attached the greatest importance to the discussions. "They are entirely separate from the wage settlement, but during our talks with the unions we did represent to them the very serious economic situation in the industry today," he said.

The BFPA chief added that the unions had agreed a tentative agenda for further talks which comprised points put forward by both sides in regard to a possible revision of classification in existing agreements and with a serious view to effecting economies.

Talks, said Watkins, with NATKE and the electricians' union would start in the near future. Talks have already begun with the Association of Cinema and Television Technicians.

Sees Good Will Uppermost

"Good Union relations go to the very heart of the matter at this serious juncture in our industry's affairs," declared Watkins. "With good will we will be able to make considerable economies and cut production costs without prejudice to any man or woman."

BFPA has just concluded successful "adjustment" talks with the Film Artistes' Association.

Indian Film Wins Top Stratford Festival Prize

Special to THE DAILY

TORONTO, July 14—The first Stratford Festival Film Critics' award for the best feature film shown at this year's festival in Stratford, Ontario, went to an Indian film, "Pather Panchali."

The film, made by the Government of West Bengal and directed by Satyajit Ray, won the Grand Prix at the Cannes Film Festival two years ago.

Other awards announced went to Giulietta Masina as best actress for her performance in the Italian "Nights of Cabiria," and Nikolai Cherkassov as best actor for his performance in the title role in the Russian "Don Quixote."

The awards were announced by Louis Applebaum, director of the festival, who said that the awards would probably be an annual event of the film festival. Shown at the festival were 27 feature films from a dozen countries.

BV Names Fletcher

The appointment of Herb Fletcher as Latin-American supervisor for Walt Disney Productions has been announced by Ned Clarke, Buena Vista foreign sales manager. Fletcher, who will make his headquarters in Caracas, Venezuela, was formerly with RKO in Venezuela and Warner Brothers in Peru and Colombia.

'Indiscreet' Still Big Here; Also 4 New Cities

Warner Bros.' "Indiscreet" is continuing its fast pace at Radio City Music Hall, the company said yesterday. The picture grossed $106,000 for the first four days of the third week of its world premiere engagement, indicating an outstanding $175,000 for the week ending tomorrow night, Warners said.

The picture has also opened in four other cities over the past weekend to outstanding business in each instance, Warners said. The figures are: Astor, Boston, four days, $19,372, and heading for a $40,000 week; Randolph, Philadelphia, despite its opening before the local newspaper strike ended, five days, $19,363, with a better than $26,000 week anticipated; Casino, Wildwood, N. J., five days, $13,226, with a better than $18,000 week forecast, and the Mayfair, Asbury Park, five days, $13,691, which indicates a better than $19,000 week.

K. C. Investors File

WASHINGTON, July 14—Motion Picture Investors of Kansas City, Mo., has filed a statement with the Securities and Exchange Commission, seeking registration of 200,000 shares of $1 par common stock, to be offered to the public at $10.75 a share.

The company, organized last April, said it intends to invest in securities of film production and distribution companies.

Blumenstoc

(*Continued from page* 1)

motion posts with 20th Century-
1938 to 1949, and Warner Bros. T
atres, from 1934 to 1938, which w
preceded by several years in the
duction field, both in Hollywood
East Coast studios.

Commenting on Blumenstock's
nouncement, Jerry Pickman, Pa
mount Pictures advertising, public
and exploitation director, yester
stated: "Sid is a close personal fri
and has been a tireless and enth
astic co-worker whom I'll miss. Ho
ever, knowing something of his thi
ing and future planning, I could o
agree that he has acted with sou
and careful deliberation."

Canadian Receipts at $76,472,495 in '57

Special to THE DAILY

TORONTO, July 14.—Canadian i
door theatres grossed $76,472,495
1957, as compared to $80,666,2
the year before, according to prelim
nary figures for the year released he
by the Dominion Bureau of Statisti

The figures, based on reports su
mitted by about 80 per cent of t
country's indoor theatres, also show
a decline of 10 per cent in the nu
ber of paid admissions for 1957. A
missions were 146,426,355, as co
pared to 162,859,006 for 1956.

Still to be issued by the bureau a
reports on drive-ins, of which the
were only 230 in 1957.

An increase in receipts was show
only in British Columbia, with two p
cent. Prince Edward Island showe
the greatest decrease in receipts wi
29.9; Nova Scotia followed with 1
and New Brunswick came next wi
13.6.

Frank Mullen Dies

TORONTO, July 14.—Canadian in
Mullen, 57, formerly office manager a
the Loew's, Inc., Connecticut ex
change, is dead after a lengthy illness
He was associated with Metro for ove
20 years, leaving in 1942 to serve wit
the U.S. Army in the North Africa
campaigns. A bachelor, he leaves
brother, Jack, UA booker, and tw
sisters.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center • CI 6-4600
CARY GRANT · INGRID BERGMAN
in
"INDISCREET"
A Warner Bros. Release
and GALA NEW STAGE SPECTACLE

MOTION PICTURE DAILY. Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane. Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Floyd E. Stone, Photo Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager. TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Vincent Canby, Eastern Editors. Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; Telephone HOllywood 7-2145; Washington, J. A. Otten, National Press Club, Washington, D. C.; London Bureau, 4, Bear St. Leicester Square, W. 2, Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in the principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 times a year as a section of Motion Picture Herald; Television Today, published daily as a part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fame. Entered as second class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign. Single copies, 10c.

PEOPLE

J. Ellis Shipman, for the past 28 ears in charge of the contact deartment in the Philadelphia zone for tanley Warner Theatres, has been amed assistant zone manager in iarge of real estate and labor relaons.

□

Ernest J. Ford of Hollywood, better nown in the entertainment indusy as **Tennessee Ernie Ford,** has been lected to membership in the Amerian Society of Composers, Authors ad Publishers.

□

Ted Ellsworth, since 1951 admintrator of the Motion Picture Indusy Health and Welfare Plan, has regned that post.

□

Ray Sheer, for the past six years cretary to **Richard Wright,** division ianager and short subjects booker in leveland for Warner Theatres, has signed to take an extended rest in oanoke, Va.

□

Frank Sheffield has been appointed ty manager in Denison, Tex., for the iterstate Circuit. He was formerly anager of the Paramount Theatre in bilene, Tex., and in his new post ill succeed **James Neinast,** who has een named city manager for the aris, Tex., houses. **Bill Ellis,** who has een with Interstate since 1951, will place **Sheffield** as manager of the aramount in Abilene.

□

Jack Crow has been named general anager for the I. B. Adelman theae circuit, Dallas. He succeeds Wilm W. "Bill" Lewis, now a freence publicist.

.A. Officials

(Continued from page 1)

roidy purchased 5,000 shares, now olds 75,118; George D. Burrows ised his holdings by 100 shares to 4,786; Sherrill C. Corwin owns 18,00 shares after acquiring 4,000; aurice Goldstein added 1,000 shares, ow holds 14,100; Roger W. Hurlock lded 200 shares to bring his holdings common to 14,900, in addition to 100 shares of 5½ per cent cumulave preferred owned after purchase another 100; Edward Morey and m Wolf each bought another 2,000 ares, now own 12,350 and 22,050 ares, respectively.

Other major transactions of film dustry executives reported by the C included the sale of another ,900 shares of Loew's common by seph Tomlinson, who still holds 3,100 shares.

. L. Pierce, 85

WYTHEVILLE, Va., July 14. – obert L. Pierce, 85, one of the owns of the Millwald Theatre here and ce-president of the First National ink of Wytheville, died in a local spital.

'Cinerama South Seas' World Premiere Tonight

"Cinerama-South Sea Adventure," the fifth Cinerama production will have its world premiere at the Warner Theatre here tonight. A South Seas flavor will be provided by a Hawaiian band, hula girls, orchids and floral leis. Guest of honor will be eighteen-year-old Tahitian dancing star, Ramine, who will be seeing herself on the 90-foot screen for the first time.

The "American Legion Magazine" will present an award to S. H. Fabian, president of Stanley Warner Corporation. The scroll, offered by James O'Neil, will be in recognition of what "Cinerama has done . . . to promote better understanding of our global neighbors."

Value Line Predicts

(Continued from page 1)

distribution to the Asian flu epidemic of last fall.

"As movie-goers tended to avoid public places," it asserts, "most film distributors suspended the release of their more important productions. Thus, virtually all of the recent hit pictures have been in general distribution only since last Christmas. Moreover, the companies generally follow a policy of writing off most of the negative cost of a picture during the first few months after its original release.

"Since nearly all of the recent hits carried multi-million dollar budgets, it appears that heavy amortization charges have absorbed a good portion of the film rentals received to date. From here on, however, a good percentage of the box office receipts will be carried down to the distributors net income."

'Adjustments' Cited

The survey states that "practically all the film companies have readjusted their mode of operations in line with the new conditions. But the theatres, as a group, have not adjusted nearly as well.

"Despite the sharp decrease in theatre attendance, there was about the same number of theatres operating in 1957 as in 1946. Thus the average number of movie admissions per theatre today is only about half that of 1946. Many theatres will be forced to close in the years ahead. The problems of the industry are now concentrated principally in the exhibition field."

The survey notes improved product from all companies and attributes to 20th Century-Fox the most box office hits.

Remodeled Theatre Opens in Portland

Special to THE DAILY

PORTLAND, Ore., July 14. — The Blue Mouse Theatre, under management of Paul Forsythe and associates, is the new name for the remodeled Capitol Theatre here. Installations include a new screen, projection equipment, carpeting and lighting.

seventeen
Magazine
is delighted to announce
Don Hartman's production of
the matchmaker
as its Picture of The Month for August
...the biggest, most avidly read issue of the entire year.
Starring
SHIRLEY BOOTH ANTHONY PERKINS
SHIRLEY MacLAINE PAUL FORD
Paramount's latest VistaVision release is certain to be a barrel of fun for SEVENTEEN's millions of movie-going readers.

2 New Chances

(*Continued from page* 1)

a bill to which repeal of the Federal admissions tax is germane. The hearings are expected to continue before the committee for several days and a decision will be made soon whether an attempt should be made to get an admissions tax repeal amendment onto the measure, Coyne said.

A second opportunity for action will present itself when the Small Business assistance bill passed by the House ways and means committee yesterday gets to the Senate finance committee, perhaps early next week. This measure is regarded as being better suited to the industry effort and, therefore, may be the one decided upon for the tax repeal amendment attempt.

Coyne Hopeful

Coyne remains optimistic of the chances of getting some tax relief action at this session. He pointed out that Congress will be in session for another month and said, "We'll keep plugging right up to the end."

"I believe we have a good, gambler's chance of getting favorable action," he said. "We are not talking about a lot of money as are such tax relief petitioners as the automobile and railroad people. The $30 million to $40 millions involved in our case is not likely to invite a Presidential veto, as would legislation carrying provision for the loss of far greater amounts of Federal revenue, particularly if our amendment is attached to some valuable piece of legislation.

Optimistic Regarding Conferences

"If we get through the Senate, I feel we will have an excellent chance in conference, even though the House traditionally likes to originate revenue measures. For example, should we succeed in getting a $2 exemption in the Senate, I believe we might get $1.50 in conference. We had similar experiences on other occasions."

The present Federal admission tax exemption is 90 cents.

Coyne noted that even though action was not forthcoming in relation to the two bills approaching the Senate finance committee, there still remain two or three other legislative possibilities thereafter.

Adams Will Speak

(*Continued from page* 1)

5-6. Adams will address the group on Aug 6 at a luncheon meeting at the Lakewood Country Club.

Abe Berenson, local president and chairman of the convention, reports early registrations indicate large turnout for this year's affair.

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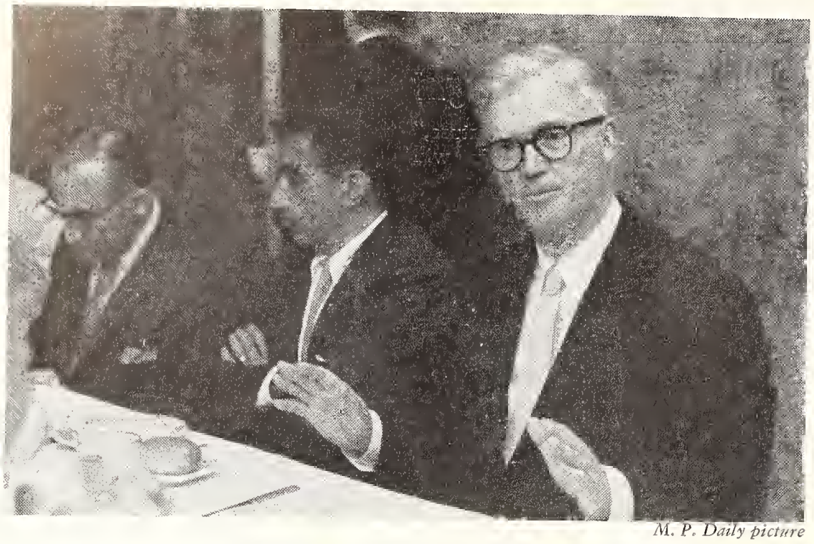

M. P. Daily picture

"WE'RE NOT IN THE NUMBERS GAME." Universal's Hi Martin as he explained at yesterday's luncheon from here on it's quality in stories, stars, and what are known as production values: it'll be pictures at the proper price for the proper market, and "blockbusters." He also reported he's booking pictures this year into 25 per cent more situations, he's relying on market surveys, and his company changed an important title. See below. . .

'U' Bookings Ahead of 1957

(*Continued from page* 1)

tin reported that bookings for the third quarter, ending July 31, are running approximately 25 per cent ahead of the same period last year, and that the domestic business of the company is holding last year's level. He felt the bookings increase may be attributed to better films and sounder release planning. Improved films and good weather were his reasons for noting an increase generally of about 10 per cent in the nation's drive-in business.

The sales executive reported the Universal studio active, with eight films already finished and ready for release in the next fiscal year, beginning Nov. 1. Set to go at the studio are such pictures as "Imitation of Life," "Operation Petticoat" and "Wild Innocence," all Universal's own productions, and "This Earth Is Mine" (Vintage), "Spartacus" (Bryna), and "Viva Gringo" (Bryna), under co-production deals.

For the time being, Martin said, the series films which had been so successful for Universal in the past, have been abandoned. But this does not mean that another series "might not come along tomorrow."

General discussion on titles and their importance in the successful selling of a film, in Martin's opinion, led to the disclosure that Universal has changed or shortened the title of "A Time to Love and a Time to Die," to "A Time to Love." The sales head said that a study of the first half-dozen key city engagements on the film had led to the belief that the original title was adversely affecting attendance, chiefly because of the word "die."

Points to 6 Reissues

The executive cited a group of six reissues which were selected from a total of 52 pictures originally released between 1948 and 1952, on the basis of field studies on those films which probably should have the greatest market today. New prints, new accessories and new campaign material will be provided for the reissues, which will be packaged in pairs. The selling campaigns will be aggressive, said Philip Gerard, publicity manager, who was host with Martin at the luncheon.

Martin also stressed the unusual value of record music from pictures in selling motion pictures in today's market.

McDonald in Law Firm

WASHINGTON, July 14.—Joseph A. McDonald, formerly vice-president and general attorney, American Broadcasting Co. and more recently treasurer and assistant general attorney, National Broadcasting Co., has become a partner here in the law firm of Smith & Hennessey, which henceforth will have the firm name of Smith, Hennessey & McDonald.

'Baby' Here July 23

Paramount's "Rock-A-Bye Baby" will open on Wednesday, July 23, at Loew's State Theatre here.

Adler, Moskowitz

(*Continued from page* 1)

ing the meetings will be promotional and release plans for "The Fiend Who Walked the West."

Participating in the discussions will be 20th president Spyros P. Skouras, vice-president Charles Einfeld and general sales manager Alex Harrison.

New 'Bumper Club'

WEST SPRINGFIELD, Mass., July 14.—The Memorial Ave. Drive-In has a Monday night "Bumper Club," admitting driver of automobile carrying drive-in advertising bumper strip as management guest on Mondays.

Tax Bill OK'

(*Continued from page* 1)

machinery, fixtures and other eq
ment. Taxpayers would be able to
duct the first year—in addition to
ordinary first year depreciation—
percent of the cost of up to $10,00
property if there is no joint ret
and up to $20,000 if there is a jo
return. The amount of normal
preciation that could be taken on
property would have to be reduced
this 20 per cent allowance, of cou
but then that normal amount wo
start being taken in the first year
addition to the 20 per cent.

Real Estate Not Covered

The special depreciation would
apply to buildings or other real
tate but only to "tangible perso
property" with a useful life of
years or more. The property m
have been acquired after Decem
31, 1957. The committee had earl
considered a similar provision for
vestment in inventory, but dropp
this today as being too expensive.

Another provision would permit ta
payers to carry back any net oper
ing loss for three years, instead
two as at present, to offset income a
get tax refunds from earlier yea
Still another provision would perm
individual investors in the stock
small businesses to count any loss
as ordinary losses rather than capit
losses. The former are far more val
able for tax purposes.

New Estate-Tax Policy

The estate tax on investments
closely-held businesses could
spread out for ten years under a
other part of the bill. Any postpon
tax would bear interest at 4 per ce
a year, but this privilege would st
be of great benefit to persons who
estate would largely be in closel
held businesses which might ordina
ily have to be liquidated in ord
to meet the need for immediate pa
ment of the estate tax. A final prov
sion would increase to $100,000 fro
the present $60,000 the amount
earnings which closely-held firms ca
accumulate without risking stiff pe
alty taxes.

Actually, the bill's provisions woul
be available for all firms—large an
small—but while larger firms could us
some of the provisions, such as th
depreciation deduction, the benef
would be comparatively small fo
them.

Plan Cinemiracle Opening in Portland

Special to THE DAILY

PORTLAND, Ore., July 14.—Plan
to install Cinemiracle equipment a
the Hollywood Theatre here for a lat
fall opening of "Windjammer" wer
launched at a luncheon here by offi
cials of Evergreen Theatres.

Among the circuit executives wh
attended were William Thedford
president: Oscar Nyberg, Northwes
division manager, and Rex Hopkins
local manager.

Permanent Charities Disburses $542,510

From THE DAILY Bureau

HOLLYWOOD, July 14—The semi-ual disbursement of funds col-ted by Motion Picture Permanent arities from its 1958 campaign was de today when checks totalling 2,510 were mailed to 19 charitable ncies in the Los Angeles area.

argest allocation, $361,274, went the combined community chests of s Angeles, Burbank, Glendale and ta Monica. Red Cross chapters in same areas received $100,554, and remaining $80,682 was distributed 11 other local charities.

ossen Sees Art as inematography Basis

From THE DAILY Bureau

HOLLYWOOD, July 14—Hal Ros-, cinematographer, and Stanley rseley, special effects expert, who red the spotlight at today's session the second annual Motion Picture lustry Workshop in Fairfax High ool, forecast new developments in nera work, including lighting, that l surpass revolutionary steps al-dy achieved.

Rosson spoke of motion picture pho-graphy as an art, and advised young plicants to absorb all forms of art h frequent visitation to art muse-s and galleries. The veteran cam-man supplemented his talk with a wing of "The Cinematographer," e of the "industry and you" series shorts made under auspices of the ademy.

ismiss Censor Case

(Continued from page 1)

Providence the French film, "And d Created Woman."

In consequence, the decision de-d an injunction against city censors ed by the film's American distrib-r, without ruling on the issues of ether the city's censorship pro-dures are unconstitutional or wheth- the film in question is obsene.

Judge John P. Hartigan of the U.S. rcuit Court and Judge Edward W. y of U.S. District Court joined in majority decision. Chief Judge lvert Magruder of the Circuit Court, rd member of the three-judge bunal which heard the case, dis-nted from the opinion and judge-nt of the court and reserved the ht to file a dissenting memorandum a later date.

The suit against city officials was ought in the federal court here by nsley International Pictures Corp. of w York, which had contracts with ayer Amusement Corp. and Castle terprises, Inc., to show the French n at the Avon Cinema and Castle eatre simultaneously at an unspec-ed date.

ook 'S.P.' In Atlanta

ATLANTA, July 14.—"South Pa-ic" in Todd-OA has been booked o the Roxy Theatre here beginning ly 23. The theatre will close July for installation of new equipment.

R. Wile Dies

(Continued from page 1)

in a new post created to fill a home office need of a sales executive to devote fulltime energy to the individual problems of the exhibitor customers. In his new post Wile also directed his efforts toward cultivating a closer working relationship between the film company and theatre owners.

A native of New York City, Wile began his business career as a newspaper reporter in Tarrytown, N.Y. He later joined the New York American and eventually became editor of the White Plains (N.Y.) Reporter.

Entered Industry in 1930

He entered the motion picture industry in 1930 as a publicist for Columbia Pictures and later, RKO Theatres. He later became Eastern editor for "Boxoffice Magazine" in 1934, managing editor of "Showman's Trade Review" in 1936, and editor of the Managers' Round Table of the "Motion Picture Herald" in 1941.

Wile joined Universal Pictures in 1942, holding down various major advertising and publicity posts for 10 years until he resigned to take over the executive secretaryship of Ohio's Independent Theatre Owners.

He is survived by his wife Eva, two daughters, Jessie and Judith, and a brother.

Executives of 20th-Fox expressed their sorrow upon learning of the death of Wile yesterday. Some of their statements follow:

Spyros Skouras: "We are all deeply saddened and shocked by the loss of our dear friend and associate Bob Wile.

'Valued Executive . . . a Great Friend'

"Twentieth Century-Fox has lost a valued executive, but thousands of individuals in this industry throughout the country have lost a great friend.

"Bob Wile was a devoted and distinguished member of this industry. He was dedicated to the interests of the exhibitors because few men understood their problems to a greater degree than he did. He endeared himself to them by his unflagging endeavors in their behalf and by his warm personality.

"He will long be missed by his fellow workers, especially at Twentieth Century-Fox.

Charles Einfeld:

"I believe I had known Bob Wile since he started in the industry. He was always a progressive and far-seeing force and probably knew the problem of the small exhibitor better than anyone else. His deep interest in the man on the firing line, from his early days in the industry, gave him a know-how and a stature which will be hard for others to achieve. The industry has lost one of its important unsung protagonists."

Alex Harrison: "The passing of Bob Wile is a deep and personal loss for me. He was a valuable member of our organization and a man who had made a great contribution in bettering distributor and exhibitor relations throughout the years. I will always remember, respect and admire Bob Wile, just as will everybody who knew him."

Television Today

Carnegie Hall Concert Set for Lawrence Welk

Carnegie Hall will be the scene of a two-and-one-half hour concert by Lawrence Welk and his Champagne Music Makers on Friday night, Aug. 1, starting at 8:30 P.M., E.D.T. On the following night, Saturday, Aug. 2, "Lawrence Welk's Dodge Dancing Party," normally broadcast from Hollywood over the ABC Television Network, will originate in ABC-TV's New York studios, 9-10 P.M., E.D.T.

The Carnegie Hall concert will feature the full company of musicians and performers familiar to Welk fans. The troupe's visit to New York is part of a nationwide concert tour starting July 28 in Cleveland.

National Biscuit To Co-Sponsor 'Wagon'

National Biscuit Company will sponsor one-half of the NBC Television Network's Western drama series, "Wagon Train," on alternate weeks during the 1958-59 season. The new order for "Wagon Train," which is telecast on Wednesdays 7:30-8:30 P.M., is effective Oct. 8.

In addition, National Biscuit will sponsor an alternate-week quarter-hour segment of three NBC-TV daytime programs, to be announced later, over a 52-week period starting in October. The Ford Division of the Ford Motor Company will sponsor "Wagon Train" on the alternate weeks.

Fred Astaire to Star In Two NBC Musicals

Fred Astaire will star in two special full-hour live musical programs on NBC-TV next season. The programs, marking the first time the star will appear on his own network show, will be sponsored by Chrysler Corporation.

The first program will be telecast Friday, Oct. 17 (9-10 P.M., N.Y.T.). The second will be scheduled in the Spring.

Downs Named Host

Hugh Downs, TV announcer on "The Jack Paar Show" and radio communicator for "Monitor," will be host of the NBC-TV network's new entertainment game, "Concentration," which starts Monday, July 28, on a Monday-through-Friday (11:30 A.M.-12 noon, E.D.T.) schedule.

Howes Is Appointed

Appointment of John F. Howes as account executive of Telestudios, Inc., was announced by King Horton, vice-president in charge of sales.

Michigan Channel Awarded to WJR

Special to THE DAILY

FLINT, Mich., July 14—Michigan will shortly have a new television station as a five-way fracas in process since July 1952 was resolved by the FCC in awarding Channel 12 to WJR, radio station of Detroit, which will now open WJRT-TV.

Original applicants for Channel 12 were WJR, Good Will Station Inc. of Detroit, the W. S. Butterfield Theatres Circuit, and the Trebit Corp. Trebit and Butterfield appealed, and were finally denied in the immediately effective affirmation.

Transmitter Protested

Meanwhile a citizens committee protested location of transmitter in Clarkston, which would have reached the Detroit area, and the feeling in Flint was that the station's home city would become a secondary market to Detroit. WJR acceded by moving proposed site to Chesaning, at once running into a protest by WKNX-TV of Saginaw.

Affirmation of the original franchise issued May 1954 finally disposes of all litigation. Studios have already been erected, a skeleton crew maintained, and over one million dollars worth of equipment installed. All that remains is erection of the sending tower in Chesaning and rounding out of staff. WJRT will operate at maximum power. Network affiliation is as yet unannounced.

Adams to Transfilm as Producer-Account Exec.

Charles Adams has joined Transfilm as a producer-account executive, it was announced by Michael Palma, executive vice-president of the TV commercial and industrial film production company here. Adams was formerly a vice-president in charge of TV commercial production for Loucks and Norling, N.Y. film producers.

Author of "Producing and Directing for Television," Adams has produced or directed over 300 individual network TV programs including several for "Robert Montgomery Presents." He is also a producer of legitimate shows having recently produced "The Applecart." He will continue his Broadway interests and is now readying another play for late fall.

'Rough Riders' Now Set For ABC-TV Oct. 2

"Rough Riders," an action series, will be presented over the ABC-TV Network Thursday, 9:30-10 P.M., E.D.T., starting Oct. 2, sponsored by P Lorillard Company, through Lennen & Newell, Inc. The series was previously scheduled for a start on Sept. 18.

FROM 20th...
A NEW KIND OF
SENSATION
AGAINST A
NEW KIND OF
BACKGROUND

THE FIEND WHO WALKED THE WEST

CINEMASCOPE

the Kooky Killer is on the loose!

DON'T TURN YOUR BACK ON HIM!

ANOTHER
FIRST
FROM 20TH!

All
the News
That
Is News

MOTION PICTURE DAILY

Concise
and
to the
Point

L. 84, NO. 11 NEW YORK, U.S.A., WEDNESDAY, JULY 16, 1958 TEN CENTS

ive at Once

lass. Drive-Ins ancel 'Ten' fter 1 Week

ad Contracted for Two; urt Test Seen Likely

Special to THE DAILY

BOSTON, July 15. – Managements five Massachusetts drive-ins, the t in this state to play Cecil B. De-lle's "The Ten Commandments," nounced today they would simul-eously withdraw the picture to-ht after one week's playing time tead of the two they had con-cted for with Paramount. All five ve-ins are under the buying and

(*Continued on page* 2)

humley Denies N.E. en' Business Bad

Edward G. Chumley, U.S. and nadian sales manager for "The Ten mmandments," yesterday issued a tement here denying that the bus-ss done by the picture at the five w England drive-ins which with-w it after one week "warranted continuance of the dates." He said t the DeMille production "has en doing outstanding business at

(*Continued on page* 2)

ed Krassner Named ide to Chumley

Ted Krassner, who has been filling ecial executive assignments in con-ction with sales and distribution of he Ten Commandments," has been med executive aide to Edward G. umley, U.S. and Canadian sales nager for the Cecil B. DeMille oduction.

Krassner has been associated with

(*Continued on page* 2)

Television Today Page 4

'Jammer' in 3 Cineramas

"Windjammer," the Cinemiracle production, has been booked into three Stanley Warner Cinerama houses for special engagements to begin next month, Stanley Warner Corp. announced here yesterday. Following the showing of the Cinemiracle film the theatres will then revert to Cinerama to show "South Seas Adventure."

The theatres involved are the Am-

(*Continued on page* 3)

Near End of Hearings On ASCAP—BMI Bill

From THE DAILY Bureau

WASHINGTON, July 15–A Senate Commerce Subcommittee was told earlier hearings clearly proved that major networks push BMI-published music on the programs.

The subcommittee neared the end of marathon hearings on a bill by

(*Continued on page* 2)

Two Industry Suits Settled in Michigan

Special to THE DAILY

DETROIT, July 15–Two Michigan motion picture industry lawsuits were settled here.

In one, James F. Sharkey, formerly head buyer and booker for the Co-

(*Continued on page* 3)

Attacks Many Sales Policies

Allied Lays Theatre Closings to D of J

Seeks Public Support of Move To 'Enforce' Consent Decrees

From THE DAILY Bureau

WASHINGTON, July 15.–Charging that violations of the Federal consent decrees in the government anti-trust action against the industry, together with alleged failures by the U. S. Attorney General either to enforce the decrees or to institute new anti-trust actions, are responsible to an important degree for the closing of many independent theatres and the threatened extinction of many more, Allied States Association in a 45-page pamphlet released here today calls for a public campaign by all those interested in the preservation of the small theatre to bring pressure to bear on the Attorney General to the end that the desired action shall be taken.

Abram F. Myers

"If the Attorney General cannot be induced to invoke the decrees or the anti-trust laws in behalf of the hard-pressed exhibitors," the Allied pamphlet concludes, "a movement to secure legislative relief may be the only alternative."

The pamphlet, which was released by the local office of Abram F. Myers,

(*Continued on page* 5)

Bill to Exempt TV From Anti-Trust Hit

From THE DAILY Bureau

WASHINGTON, July 15.–Officials of the Justice Department and Federal Communications Commission today opposed pending legislation that would give major sports enterprises the right to agree to exclude radio and television coverage free of anti-trust suits.

They testified before a Senate Judiciary Subcommittee holding hearings on a House-passed bill which would exempt from the anti-trust laws most business operations of baseball, football, basketball, and hockey firms. A key provision would permit the sports firms to act in concert or through their leagues to ban broadcasting and telecasting without fear

(*Continued on page* 4)

REVIEW:

South Seas Adventure

Stanley Warner Cinerama Corp.

THE FIFTH OF THE CINERAMA productions rates very favorably with the best of its predecessors. It takes its audiences to the Pacific islands from Hawaii to Australia, revealing scenic highlights, colorful or unusual native activities and a generous measure of human interest through the story device of accompanying particular individuals on their visits to each stopping-off place.

The Cinerama cameras, capturing vast panoramas of island paradises, majestic seascapes from the deck of a sleek sailing schooner, snow-covered mountain ranges in tropical latitudes from small planes, and much else, remain the stars of this as of other Cinerama productions. The clarity and detail of the photography, underlined by the excellent color by Technicolor, and the expanse of the three-panelled, 146-degree curved

(*Continued on page* 4)

Scroll Presented Fabian At 'South Seas' Bow

"American Legion Magazine" presented an award to S. H. Fabian, president of Stanley Warner Corp., last night before the world premiere of "Cinerama–South Seas Adventure" at the Warner Theatre here.

The citation, congratulating Cinerama upon the unveiling of its fifth production, stated that "Cinerama has done much to promote better understanding of our global neighbors." It was read by James O'Neil, editor of the magazine.

PERSONAL MENTION

PAUL LAZARUS, Jr., Columbia Pictures vice-president, is scheduled to return to New York today from the Coast.

•

MARTY WOLF, Altee Service Co. sales manager, left New York yesterday for Old Point Comfort, Va.

•

HAROLD HECHT, president of Hecht, Hill and Lancaster, and **BERNARD KAMBER**, national advertising-publicity manager, will return to New York today from London.

•

C. DAVID SCHINE, president of Schine Enterprises, Inc., and **MRS. SCHINE** arrived in England from New York yesterday aboard the "Queen Elizabeth."

•

LORD JOHN BRABOURNE, 20th-Century-Fox producer, has returned to England from New York.

•

LAWRENCE H. BUCK, II, son of the long-time electrician at Loew's Broad Theatre, Columbus, O., will be married here on July 25 to **JOYCE ROBERTS** of New York. The groom is engaged in theatrical production here.

•

PAUL TOLIS, owner of the Meriden Theatre, Meriden, Conn., and the Newington Theatre, Newington, Conn., has returned there from a vacation in California.

British Groups Take Up TV Film Plan This Week

From THE DAILY Bureau

LONDON, July 15.—Copies of the revised memorandum of agreement establishing the Film Industry Defence Organisation which will control the supply of films to television have been received by the Five Trade Associations concerned. Ratification by all the authorities concerned is expected within the next two weeks. Subject to ratification the plan is scheduled to become operative on August 31.

The memorandum comes before CEA's General Council tomorrow, on which day it will be considered also by the Producers' Association. Executives of the Specialised Film Producers' Association have already examined it and, says a spokesman of the Association, "it is anticipated that it will be approved in the very near future." The Federation of British Film Makers has also had what is described as a "preliminary look" at the document, which will be given full consideration on Thursday.

As previously reported, the Renters' Society has approved the plan subject to ratification by the other four parties concerned.

A statement giving full details of the plan will be issued by the Five Associations' Joint Committee so soon as ratification is complete.

Mass. Drive-ins Cancel 'Ten'

(*Continued from page 1*)

booking supervision of Lloyd Clark and Winthrop Knox, Jr.

In addition to contracting to play the film for two weeks, the drive-in operators had agreed to charge $1.25 per adult and 50 cents for each child. Neither Clark nor Knox could be reached for comment today, but the sudden withdrawal of the film without permission from Paramount is interpreted in trade circles here as paving the way for a possible court test of the "royalty" terms for releasing the DeMille production to drive-ins.

Another Will Start July 23

The theatres involved are the Route 138, Canton; Route 114, Middleton; Plaistow, Haverhill; Meadowbrook, Middleboro; and Twin, Medford. Another drive-in in the New England territory, the Rumford in Maine, owned by Ed Pollard, is scheduled to open "The Ten Commandments" on July 23.

Association Bulletin Quoted

In a bulletin issued by the Independent Exhibitors, Inc., of New England, an affiliate of Allied States, the Paramount policy on admissions for the film was strongly attacked. The bulletin said the first week's grosses "showed the picture has flopped" at the drive-ins in question. It offered as a solution "concise, regular prices and (admission of) children free," referring to these precepts as "the backbone of our drive-in industry."

Ted Krassner Named

(*Continued from page 1*)

sales and distribution of "The Ten Commandments" from the inception of the home office unit which was created especially for the handling of the picture.

As Chumley's executive aide, Krassner will continue to headquarter in New York at the Paramount home office. However, from time to time, he will visit Paramount branches throughout the country as sales developments in connection with "The Ten Commandments" may require.

Chumley Denies

(*Continued from page 1*)

every one of the five drive-ins and to date has far outgrossed the previous highest grossing Paramount picture to play each one of them."

Chumley said he expects the drive-ins to honor their contracts. Paramount attorneys were reported to be in touch with the five theatre managements last night.

17 Open 'Ten' Here

Seventeen theatres in the Greater New York Area today will open "The Ten Commandments," marking the second group of additional special engagements of the picture in this area. Last April 4, the first group, consisting of eight theatres, opened the picture for special engagements that played for as long as eleven weeks. The initial group was preceded by the picture's 70-week premiere engagement at the Criterion Theatre on Broadway.

Skouras Assumes UA Trade Post Duties

John Skouras, new trade publicity representative for United Artists, assumes his new duties this week under Mort Nathanson, UA publicity manager.

Born in St. Louis, Missouri, in 1929, Skouras majored in business administration at New York University prior to his two-year tour of duty with the U.S. Navy in 1951 to 1953. He entered the film industry in June of 1956 in the United Artists pressbook department. After a stint as an assistant in the exploitation department, Skouras assumed his duties as assistant to the director of special events.

Near End of Hearings

(*Continued from page 1*)

Senator Smathers (D., Fla.) to force broadcast licensees to get rid of record or music publishing subsidiaries. The bill is backed by ASCAP and aimed against BMI.

Today the subcommittee heard John Schulman give rebuttal testimony for ASCAP. Next Tuesday the hearings will conclude with rebuttal by BMI.

Schulman submitted a 110-page statement which he claimed "demonstrates that the broadcasting industry through BMI dominates the recording as well as the publishing phases of the music industry and that network ownership of recording companies looms large in this domination." It also proves, he said, the networks have carried out a plan to push BMI music.

Schulman denied ASCAP wants its music preferred by broadcasters or that it wants to destroy BMI. All it wants, he insisted, is to eliminate the unfair preference now given BMI music by networks and network affiliates.

Cinerama Promotion Strong in Detroit

Special to THE DAILY

DETROIT, July 15. — Bill Gre mid-west advertising and publicity rector for Cinerama, has worked ou local version of an arrangement tween Scandinavian Airlines Syst and the tri-screen attraction nationa with the "Detroit Times." It has m with great success.

The "Times" has been running Social Security promotion with $ 000 given weekly to lucky SS numbe Ahead of this has been pushed tv trips on Scandinavian Airlines as t prize plum, only additional cash co mitment for this being $200 expen money for the winner. The trips a to any place on the globe serviced SAS and approved by the governme

The astounding coverage is resu ing in a daily column-inch average nearly 90 inches. This includes dai and Sunday: An eight-column strea er atop the newspaper's page o masthead, plus a three-inch front pa Cinerama-SAS contest advertiseme for a "Search for Paradise Trip." addition are ads running 16 to 4 inches inside, readers, photograph contest rules and entry blanks.

'Kwai' Reported Big In Sub-Key Situations

The best business ever achieved i the sub-key situations in the Ne York metropolitan area by a Columbi release has been recorded within th past two weeks by "The Bridge on th River Kwai," the company said yesterday. Figures from points on Lon Island, Hudson River counties an nearby Connecticut show t h a "Kwai" is far outdistancing such previous record-holders as "From Her to Eternity" and "The Caine Mutiny."

Judged particularly important b Columbia's sales executives is the fac that "Kwai" is playing these area seven months after its Broadway premiere and four months after the key cities release at Academy Award time The earlier pictures played the same situations during the first flush of their success, it was pointed out.

Seven Gross-Figures Cited

Some of the figures include Cove Theatre, Clen Cove, $20,262 for five days; Shore, Huntington, $21,666 for six days of second week after $37,060 the first week; Patchogue, Patchogue, $6,587, five days, second week, after $13,827, first week; Bayshore, Bayshore, $11,385, five days, second week, $17,370, first week; Community, Kingston, $10,787, six days; Paramount, Middletown, $2,298, six days, second week, $7,820, first week; and Plaza, Stamford, $14,244, six days, second week, $21,348, first week.

MOTION PICTURE DAILY. Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane. Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Floyd E. Stone, Photo Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager. TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Vincent Canby, Eastern Editors. Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; Telephone HOllywood 7-2145; Washington, J. A. Otten, National Press Club, Washington, D. C.; London Bureau, 4, Bear St. Leicester Square, W. 2, Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in the principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 times a year as a section of Motion Picture Herald; Television Today, published daily as a part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fame. Entered as second class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign. Single copies, 10c.

Windjammer'

(*Continued from page* 1)

ssador in St. Louis, where "Wind-
ımer" opens on Aug. 13; the Bos-
, Boston, Aug. 26; and the Mis-
ıri, Kansas City, Aug. 28.
The changeover from Cinerama to
ıemiracle and then back again will
ail a minimum of changes in the
ysical set-up of the theatres, it was
rned. The Cinerama screen will be
d for Cinemiracle, and the three
jection booths, instead of a sin-
one with mirror system normally
d by Cinemiracle, will be em-
yed.
The Cinerama projectors will be
ıpted to the matchline system of
ıemiracle. The latter prints are vig-
ted for fusion of the three panels,
ereas Cinerama fusion is mechani-
by means of projector "jigglers."
ese will be eliminated in project-
"Windjammer."
At the same time Stanley Warner
replacing present projection lamps
h Ashcraft Super Cinex lamps hav-
micronic light control. These
ıps have already been installed in
atres adapted for engagements of
'indjammer," including two
oad, in Hamburg, Germany, and
lney, Australia. They have also
en installed in the Warner Theatre
Broadway for "South Seas Adven-
e."

wo Industry Suits

(*Continued from page* 1)

erative Theatres of Michigan had
en suing that organization for 18
nths for nearly $550,000 for al-
ed withholding of salary due on a
ısultant capacity after his severance
m the organization due to illness,
l contract violation. The matter
s settled out of court with prejudice,
vid Newman representing Co-Op.
n Flint, Michigan, the Northland
ive-In has been suing all major dis-
ɔutors and the W. S. Butterfield
eatres, state-wide exhibitors for
nages in connection with alleged
hts to first run. The case was amic-
y settled out of court by Judge
arles Rubiner and James Arthur
biner acting for the plaintiff.

allas WOMPI Sets 3rd ıvitational Preview

Special to THE DAILY

DALLAS, July 15.—The local
ıpter of Women of the Motion Pic-
e Industry on July 23 will offer
ir third invitational preview to
ected club women of the area. The
ture will be "Indiscreet" and will
shown in the screening room of the
erstate Circuit.

uy 'Seesaw' for UA

HOLLYWOOD, July 15. — Eliot
man and Ray Stark of Seven Arts
ɔductions have finalized negotiations
purchase of the Broadway stage
, "Two for the Seesaw." A price
$600,000, plus 10 per cent of the
ɔss over $3,500,000 was reported as
d for the rights, set for United
tists release.

Cinerama South Seas Adventure

(CONTINUED FROM PAGE I)

Cinerama screen, again impart the special sense of participation to the viewer, with an able assist from the Cinerama stereophonic sound. Dividing lines on the screen continue to be noticeable, but not distractingly so.

Producer Carl Dudley begins his picture aboard a passenger liner en route to Hawaii from the mainland and immediately joins an attractive tourist from Akron on her first visit to the islands, managing to weave into beach, night club and sightseeing adventures a pleasant enough romance. Thereafter, he follows a penniless French artist aboard an island trading schooner on which he works his way to his destination—Tahiti—and there finds romance, too. Scenes at sea with the schooner under full sail, are followed by scenes ashore where natives and French colonials celebrate Bastille Day with some of the most vigorous hula dancing ever photographed, native choruses and contests of skill. Igor Allan, as the painter, finds romance with Ramine, the premiere dancer of the islands, and remains in Tahiti.

There is a brief visit to Tonga by the trading schooner, the highlight of which is a performance by a native choir, while en route to the Fiji Islands. Native dances and customs of the latter are pictured before the schooner proceeds to the New Hebrides. There the custom of native males jumping from a 100-foot tower with their fall broken only by vines tied to their ankles, to prove their bravery, is caught by the camera.

THE LAST HALF of the production is devoted to Australia and New Zealand. The latter is pictured as an accompaniment to a former G.I.'s return visit to the land where he was hospitalized during the war but had no opportunity to travel through. Scenic views are intermixed with visits to Maori tribes and to fishing grounds where trout of fabulous proportions are caught in fish-story numbers.

The visit to Australia is varied, ranging from metropolitan street and harbor scenes, as well as many from the air, to kangaroo roundups, sheep penning and shearing, and depictions in detail of the operation of a school of the air and a flying doctor service for isolated families of the vast interior ranch lands.

In interest, quality and diversity of material, "South Seas Adventure" offers much to appeal to audiences of all kinds. Its commercial experience should be a favorable one.

Richard Goldstone was co-producer. The script was written by Charles Kaufman, Joseph Ansen and Harold Medford. Narration is by Orson Welles, with additional narration by Shepherd Mencken, Walter Coy and Ted De Corsia. Direction was by Francis D. Lyon, Walter Thompson, Basil Wrangell, Richard Goldstone and Dudley. Alex North composed and conducted the music. John F. Warren was director of photography. Running time, 108 minutes (exclusive of 15-minute intermission). General audience classification.

SHERWIN KANE

Newfield Rejoins Col.

John Newfield has joined Columbia Pictures' home office publicity department, headed by publicity manager Hortense Shorr, it was announced yesterday by Robert S. Ferguson, director of advertising and publicity. Newfield is returning to Columbia, which he had left to join the New York office of Blowitz & Maskel. When with Columbia before he served as special events representative in the field and as publicist in the Southwest divisional headquarters at Dallas.

'Time' Sets Record

LOUISVILLE, July 15.—Warner Bros.' "No Time for Sergeants" racked up $19,785 for the first week of its engagement at the Mary Anderson Theatre here, breaking every existing record in gross and attendance in the 25-year history of the house, according to N. G. Shafer, operator of the theatre.

Dallas Rio to Newtons; Circuit Now Totals Six

Special to THE DAILY

DALLAS, Ore., July 15.—John Newton and Mrs. Newton of Sacramento, Cal., have purchased the 300-seat Rio Theatre here. The Newtons now have six houses, the other five being in California. Headquarters of the circuit will be here.

The Dallas Rio will be renovated and equipped for CinemaScope.

Takes Albany Drive-in

ALBANY, N. Y., July 15—Tri-City Drive-in Theatres, headed by Alan V. Iselin, operator of the Auto-Vision in East Greenbush and the Turnpike in Westmere, has assumed management of Joseph Warren's Super 50, on the Schenectady-Saratoga Road.

Tri-City recently closed a buying-booking-advertising agreement with Sylvester Albano for his drive-in at Ravenna.

PEOPLE

Melvin J. Fox, head of the independent circuit of Fox Theatres in Philadelphia, played host to film exchange employees of the area, at a summer resort which he operates at Olympia Lakes, Beverly, N. J.

☐

Leo Katz, concessionaire who built the Sinking Springs Drive-in Theatre, near Reading, Pa., has bought out the Dipson interests in the operation. With the change in ownership, **Dick Fox** will assume managership and Milgrim Buying and Booking, out of Philadelphia, will service.

☐

Neil Hellman, who operates several drive-ins in New York State and the Philadelphia area, has become a partner in the new independent film exchange established in Philadelphia by **Joe Solomon**, which replaced the former Republic Pictures branch.

☐

Bill Whyte has resigned as manager of the Andalusia Drive-in Theatre in suburban Philadelphia to manage the Airport Drive-in, within the city limits, for **Claude Schlanger**.

☐

Stan **Helleur**, formerly editor of the "Mayfair Magazine," Toronto, on Aug. 1 will take over new duties as film commentator for the "Globe and Mail," succeeding **Ron Johnson**, who will move over to the "Globe Magazine." **Helleur** was at one time advertising-publicity chief in Toronto for Warner Brothers.

Give Out Toll Tickets

EAST HARTFORD, Conn., July 15.—Perakos Theatre Associates' Eastwood is now distributing Greater Hartford Bridge Authority toll tickets (worth 25 cents purchased singly, five cents in book), to its patrons as a public service. The practice started some months ago at the Lockwood & Gordon East Hartford Family Drive-In.

PERSONAL AUTOGRAPH
ON A PHOTOGRAPH

"Just the highest tribute to your capacity and ability which I have admired for so many years."

The Late
NATE B. SPINGOLD
Columbia Pictures

on a photo given to

HARRY K. McWILLIAMS
Currently
DIRECTOR ADVERTISING
PUBLICITY & EXPLOITATION

Cincinnati Summer Opera Assn.
(13th Season in this position)

Available in August

For Interview Telephone
Beechmont 1-1436 Cincinnati, Ohio

REVIEW:

The Badlanders

Arcola—M-G-M—CinemaScope

"The Badlanders" is a better-than-average action film whose assets come in twos. Its stars, Alan Ladd and Ernest Borgnine, are well-known and admired by the devotees of this type of picture. Each, further, is involved in a romance; Ladd with a beautiful red-headed newcomer called Claire Kelly and Borgnine with the fiery Katy Jurado. The film was photographed in CinemaScope and Metrocolor. And Richard Collins, who wrote the script from a novel by W. R. Burnett, has provided not one but two climaxes to the story, in both of which violence pops all over the place.

The first climax comes when Ladd and Borgnine, portraying a couple of adventurers who had known and disliked each other while in a prison in early Arizona, join forces with Nehemiah Persoff, as a Mexican mining worker, to carry out an unusual robbery. Ladd, who had been a mining engineer and mineralogist, knows the secret location of a rich gold ore deposit in a presently abandoned shaft. The catch is this: the legal owners of the mine are working it in a section nearby the spot Ladd and his cohorts want to loot. So the robbers must carefully work out their schedule to use dynamite only when it is being set off in the adjacent mine. They must also be extremely cautious about making any other kind of noise.

This situation is indeed a tense one and director Delmer Daves has built it up for all it is worth, wringing out its maximum in excitement and suspense. The escape of the thieves is thrown further into jeopardy by a cave-in after the dynamite is discharged, and Persoff falls and breaks his leg. The three men make their getaway in the nick of time.

No sooner is this accomplished, however, than Daves rushes into the film's second climax in which the robbers are themselves double-crossed by the man who had agreed to take over the gold ore and pay them off in cash. This erupts into a gun duel in the streets where the Mexican population of the town is preparing for the festival to celebrate victory in the battle of Cinco de Mayo. This scene is fast and explosive, too, ending in the escape of Ladd and Borgnine in the company of their respective girl friends.

Such are the major action episodes in "The Badlanders," which unfortunately is weakened by a talky beginning in which the names of several characters who never appear on screen are tossed out and identified and their complicated relationships to the protagonists presented in a confusing way.

Aaron Rosenberg produced. An excellent supporting cast includes Kent Smith, Anthony Caruso, Robert Emhardt and Adam Williams.

Incidentally, the unidentified Burnett novel on which the script is based is apparently "The Asphalt Jungle" (transplanted out west, of course). About the only resemblance "The Badlanders" bears to the earlier film, however, is that both have plots built around a daring robbery. Running time, 83 minutes. General classification. Release, in August.

Richard Gertner

The Monarch

The only flight with all de Luxe seats

Every night, overnight

New York to London

Reservations through your Travel Agent or
BRITISH OVERSEAS AIRWAYS CORPORATION
Boston, Chicago, Dallas, Detroit, Los Angeles, Miami, New York, Philadelphia, Pittsburgh, San Francisco, Washington.

Bill to Exempt TV

(*Continued from page* 1)

of anti-trust prosecution. The National Association of Broadcasters is fighting this provision.

Robert A. Bicks, first assistant in the Anti-trust Division of the Justice Department, told the subcommittee "this blanket broadcast and telecast exemption could mean that the great bulk of the American television-viewing public is stripped of the right to watch team sports contests." He presented a chart to show that under this provision, organized sports could "black out" about two-thirds of the nation's area and more than two-thirds of its population.

FCC chairman John C. Doerfer said the broadcast exemption would be "contrary to the public interest." He said the FCC felt the public interest is best served by having available "the widest choice of programs."

Television Today

Name Faust, Mitchell To New Mich. Station

Special to THE DAILY

DETROIT, July 15. — Following announcement of final affirmation of Channel 12, Flint, Mich., to WJRT-TV by the Federal Communications Commission, president John F. Patt of WJR Good Will Station, Inc., of Detroit, the awardee, announced two appointments:

A. Donovan Faust will become operations manager, while Franklin Mitchell, now with WJR, is to be WJRT program manager.

Patt also said he believed the new tower would be completed within four months, enabling the station to open in November. He further revealed that the studio, already built and equipped, would be altered and some additions made in time for opening.

CBS Promotion Mgrs To Meet August 14-

Promotion and publicity mana of CBS Owned Television Sta will meet here on Thursday and day, August 14 and 15, it was nounced by Craig Lawrence, president in charge of CBS Telev Owned Stations.

The meeting, the first of its l will cover the general areas of a ence promotion, sales promotion, lic relations and publicity. All ses will be informal and will be desi to promote the exchange of ideas, presentation of successful local motions, and discussion on the tion of common problems.

The meeting will be held at Berkshire Hotel. A detailed ag and the list of those attending wil announced shortly.

One Man's TViews

By Pinky Herman

ONE of the hottest properties in television today is Dick Clark, wh daily teen-hops via WFIL-TV and Saturday Night ABCoast coast dances, are easily the most popular of this type of program w junior Americans. In addition to entertaining his young guests w music (of all kinds) to dance to, stories of the writers and the musici and permitting the youngsters ample opportunities to discuss their mut musical tastes, all invitations to the show carry printed "rules of c duct"—"Boys must wear coat jackets, ties, No khaki or dungarees a absolutely NO smoking." (Nice Goin' Dick. . . .) To help Lanny R celebrate his 25th anniversary as a star, Design Records has released CBSongster's LP album "Silver Sounds" which includes several of Lan original ditties. The item is a deejay's delight and many of them, incl ing Larry Gar of WKBC N. Wilkesboro, N. C., Herb Fontaine, WJ Quincy, Mass., and Brian Skinner, CLD, Manitoba, Canada even wr to Ross, congratulating him on his album. (Deejays can talk but praise indeed when they write.) . . . After a decade as NBCasting direc and due to the fact that the net doesn't plan any dramatic progra in the near future, Martin Begley is now free to take his knowledge local talent to an advertising agency.

☆ ☆ ☆

Dennis James

Dennis James, who does a fine weekly selling job for Kellogg's ev CBSunday night on the "What's My Line?" quizzer, will sub for vacati ing Jan Murray on NBC-TV's "Treasure Hunt," Mon-thru Fri. at 10: ayem. . . . With a long string of credits to his na including "The Jane Wyman Show," "Danny Thon Shows," "Dennis Day" among others, Bill Asher been signed to produce-direct the next "Dinah Sh Chevvy" programs to be NBColorcast starting S day, October 5 (9:00-10:00 P.M., EDT.) . . . "T Patti Page Show," produced by Ted Mills, ABCommence Wednesday, September 24 (9: 10:00 P.M.) La Page beginning her third consecut year for the same sponsor, Oldsmobile, thru D. Brothers Agency, returns to the network whe her fame and fortune started 10 years ago when s auditioned and was hired by Don McNeill for "Breakfast Club." . . . Personable Gary Wagner, whose commercial a TV photography service ranks high hereabouts, has formed Wag International Photos and has hired a corps of ex-INS lensmen, 2 acco execs, a production mgr. and a marketing director.

llied Blames D. of J. for Exhibitor's Plight

rges Aid for ndependent heatre Owner

(*Continued from page* 1)

ed chairman and general counsel, titled "What the Motion Picture eatres Mean to You and What You 1 Do to Save Them." A foreword s its publication was authorized the governing board "of a national ociation of motion picture exhibi-" (meaning Allied) and that it s "compiled under the direction of Emergency Defense Committee of t association."

'This was done," according to the eword, "in the belief that the nphlet will remind many Ameri-ıs—merchants, property owners and mbers of commercial, civic and lfare organizations—of the impor-ce to themselves and their com-nities of keeping theatres open."

Sees 'Strange Hostility'

The pamphlet charges that the De-tment of Justice "has shown a ange hostility towards independent ıibitors who are the victims of the tion picture trust," declaring it to "in strange contrast to the Depart-nt's indulgent attitude towards the ge film companies."

It dates the alleged hostility to 1953 ıen "the Department of Justice anged hands." The pamphlet is es-cially critical of Stanley Barnes, ad of the anti-trust division, and assistant, Maurice Silverman, in ation to such charges

"The Department of Justice," it mplains, "without invoking the re-rved powers of the court has con-ued the decrees in all known in-ınces agains the interests of the in-pendent exhibitors and in favor of e film companies. It has given the een light to policies and practices ıich have doomed many theatres d threaten the existence of many ore."

Specific Proposals Propounded

It asks that the Attorney General ow take the following steps:

"A. File citations in contempt for olation of the injunction against fix-g admission prices since those viola-ons are most flagrant, involve con-ıct which is unlawful *per se*, and di-ctly affect the theatre-going public.

"B. Apply to the Court for con-ruction of the provisions relating discrimination, runs and clearances ıd the acquisition of theatres by the vorced circuits in the light of the cts set forth in this pamphlet.

"C. If the Court shall find the in-nctions are indeed ineffective to ırb the march toward monopoly and ıe threatened extinction of the inde-endent exhibitors, then the Attorney eneral should apply for "other and ırther relief."

"D. In case the Court should hold that the reservation of jurisdiction does not extend to the granting of additional relief for devices and subterfuges adopted subsequent to the entry of the decrees, then the Attorney General should treat the actions complained of as new and separate violations of the Sherman Act and proceed accordingly."

Cites Value to Community

In order to bring the maximum pressure on the Attorney General to bring about the prescribed actions, the pamphlet asserts that "it is to the interest of virtually everybody in the community that they (theatres) remain open . . . all interested parties should join in the effort." Among these, it says, are "exhibitors who would save their business and investment, theatre landlords if they would preserve their property, by all landowners whose values shrink when a theatre closes, by all merchants who prosper from the traffic created by a theatre, by all who sell supplies and equipment to the theatres and, last but not least, all theatre employees who want to hold on to their jobs."

In order that all these people "may be brought to a realization of what is going on," it continues, "copies of this pamphlet should be given the widest possible dissemination by the (Allied) regional exhibitor associations and their members. All interested persons should be urged to call the pamphlet to the personal attention of their Senators and Congressmen, their local newspapers and all commercial and civic organizations that are instrumental in moulding public opinion.

Wants Morale Restored

"It is believed that if the public can be sufficiently aroused, the atmosphere on the Potomac will undergo a wholesome change and the morale of the exhibitors, now badly shaken, can be restored."

The pamphlet begins by providing a description of the importance of the independent, neighborhood and small city theatre to the community, reciting what happens when "the lights go out on Main Street" and touching upon reasons for the decline in theatre attendance.

It concedes that "it would be foolish to pretend that television has not seriously affected the motion picture business. . . . Nevertheless, most theatres survived the initial impact of television. . . . Then the film companies made conditions worse than ever by turning over to the broadcasters virtually all of their pre-1948 films, including many splendid attractions. But television is not the sole cause of the independent theatre owners' present distress."

Release Plan Criticized

The pamphlet then proceeds to list as reasons the charge that distributors no longer deliver "A" pictures to theatres on general release, "in the sequence of their runs, with only reasonable clearance between runs," but instead, first make them available "to a limited number of favored theatres in certain large cities (to the exclusion of other cities which normally play pictures on national release) for extended runs at increased admission prices."

At the conclusion of these roadshows, the pamphlet continues, "the large cities frequently are arbitrarily divided into zones for distribution purposes, often without regard to the competitive position of the theatres located therein. Certain of the theatres are invited to bid for pictures on forms which require engagements longer than usual and at admission prices higher than those customarily charged, to which an exhibitor must involuntarily accede in order to secure the pictures. By the time the pictures have finished playing the first wave of zoned theatres, they have been bled white insofar as less fortunate competing theatres are concerned."

Decries 'Second Class' Status

It contends that other theatres must play "inferior pictures and reissues," in consequence. Thus patronage is discouraged, the theatre takes on the aspect of a second-class establishment

Drafts 4-Point Suggestion for Federal Relief

(*Continued from page* 1)

and those who wish to see the better pictures are forced to travel miles to do so, the pamphlet asserts. It also contends that distribution policies have forced exhibitors to increase prices to a level at which many patrons cannot afford to attend theatres.

Two Films Singled Out

Despite this emphasis on roadshow policies, the 45-page pamphlet cites only the methods used in selling "The Ten Commandments" and "Peyton Place" among current films.

It sketches briefly the background of the industry consent decrees and contends that contrary to court orders discrimination in film licensing is practiced against small cities and towns, and in licensing theatres in the same community.

It charges that the court's prescription of "unreasonable clearance" bans has been nullified by an artificial distinction between clearance and availability and asserts that in arbitration negotiations major distributors rejected a modernized definition of clearance that would protect the independents against undue waiting time."

Favors Field Investigation

The pamphlet also charges that despite the illegality of price-fixing it is achieved by telephone as a condition to delivering a print, and that drive-ins are compelled by subterfuge to raise admission prices and charge for children. It calls for a field investigation in a limited number of cities and towns to determine whether prices were generally increased over the theatres' usual scales for certain designated pictures.

The Allied document also charges that the Attorney General actively participated in hearings in support of the divorced circuits' applications to expand and that he acquiesced in the granting of an exclusive first run of pictures to the Mercury Theatre in Chicago after it had been acquired by AB-PT, although previously it played day and date with the Montclare.

Hits Paramount Acquisition

It also scores Paramount Pictures' acquisition of a Chicago theatre, asserting that that ended theatre divorcement insofar as Paramount is concerned. The pamphlet also suggests that on the basis of the preamble to Paramount's decree there is reason to believe that Paramount does not have the legal right to acquire theatres even though the decree does not expressly forbid it to do so. The preamble "betokens a good faith proposal to make a permanent divestiture of its theatres," the Allied pamphlet declares.

Allied Pamphlet Sees Move for Federal Regulation Of Industry in Order Unless Attorney General Acts

From THE DAILY Bureau

WASHINGTON, July 15.—Allied's pamphlet on the state of the small independent theatre recalls that the Small Business Committee in 1956 advised the diverse industry elements to try to reconcile their differences through the establishment of an industry arbitration system rather than resorting to efforts to obtain government regulation of the industry.

It adds, however, that the committee at its industry hearing "very clearly implied that if such cooperation is not forthcoming, resort to legislation would be necessary." The pamphlet points out that industry arbitration efforts have failed and that "Unless the Attorney General relents and secures relief for the theatre through the orderly processes of law enforcement, the problems of the motion picture industry inevitably will be carried to the legislative halls."

"Independent exhibitors and those excluded from the business will be knocking at the doors of Congress. And they will be fortified with a factual background that is a complete justification for governmental intervention," the pamphlet asserts.

COLUMBIA PICTURES TAKES GREAT PRIDE
IN ANNOUNCING AN EARTH-SHAKING
MOTION PICTURE EVENT!

F.S.
B.B.

IN

PARIS BY NIGHT

Screen Play by Harry Kurnitz
Music by Jimmy Van Heusen and Sammy Cahn

Directed by Roger Vadim
Produced by Raoul Levy
The team that brought you "And God Created Woman"

CINEMASCOPE
TECHNICOLOR®

Based on an original story
by Roger Vadim and Raoul Levy

FROM Columbia!

All
the News
That
Is News

MOTION PICTURE DAILY

Concise
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to the
Point

.. 84, NO. 12 NEW YORK, U.S.A., THURSDAY, JULY 17, 1958 TEN CENTS

ITORIAL

lied's Complaint

By Sherwin Kane

JCH of Allied States' pamphlet being circulated to numerous non-industry sources in an effort to st support for Allied measures de-ed to resolve some of the prob-; of small independent theatres is nd to impress most industry mem- as being unrealistic and unlikely, ı should it succeed in its aims, of cally altering the status of the ginal theatre in the new motion ure economy.

he Allied pamphlet charges major lucers-distributors, among other gs, with violating their Federal ent decrees in the marketing of r better product and, because the eral courts and the Department of ice have held the practices Allied plains of to be legal, the U.S. rney General is charged with ire to enforce the decrees and the -trust laws.

•

r, the Allied pamphlet seems to if the present laws do not make ributors' conduct illegal, let us p knocking at the doors of Con-s until we get laws that do.

luch of Allied's fire is aimed at special handling of outstanding ductions, or blockbusters. One is ouraged to suspect that if distribu- could be induced to license such ductions to small theatres at terms t guarantee the theatre a substan- profit, and when the picture is ll fresh," virtually every other de-nd mentioned in the 45-page Allied nphlet could be overlooked.

'et no one more than the exhibitor lizes that in today's film market producer-distributor cannot exist the returns from his average pic-es, nor could he continue to exist ne were required to sell his block-sters for regular rentals and on ular policies.

•

If the Allied action is designed to ce the distributor to abandon spe-l handling, and should it succeed, would be suicidal to the small, as ll as the large, exhibitor.

The Allied Emergency Defense mmittee, which authorized prepara-n and distribution of the pamphlet, pears to be traveling the same route

(*Continued on page 2*)

See Allied States Resuming Its Traditional Role of Firebrand

After a period of comparative calm, Allied States must be reverting to its traditional role of industry firebrand.

That appeared to sum up informal, spontaneous reaction in home office areas to trade press reports yesterday of the 45-page Allied pamphlet calling for public support to obtain trade practice and distribution policy revisions which Allied believes necessary for the preservation of small independent theatres.

"I would say Allied is simply retracing its steps," one executive who was asked for comment remarked. "This is very much the sort of thing

(*Continued on page 2*)

Product, Sales to TV Head Allied Agenda

Special to THE DAILY

CHICAGO, July 16. – A shortage of "quality product," high film prices and terms, and sales of pictures to television head the list of industry issues on the agenda of the national convention of Allied States Association this year, Jack Kirsch, general convention chairman, said today. The meeting, which will be held in conjunction with the Tesma-Teda trade show, will take place at the Morrison Hotel here Oct. 13 to 15.

Kirsch, who is president of Allied Theatres of Illinois, said the conven-

(*Continued on page 5*)

Admit Para. Decree as Embassy Case Evidence

Special to THE DAILY

SAN FRANCISCO, July 16.–Over vigorous objections by lawyers for the defense in the Embassy anti-trust suit against National Theatres and major distributors, Federal Judge Edward P. Murphy today admitted into evidence for the plaintiffs the government's decree in the Paramount case. This was not entirely unexpected because in pre-trial conferences, Judge

(*Continued on page 4*)

U.K. Court Ruling Shows How TV Boycott Works

Analysis and comment on an English court decision involving under-reporting on percentage pictures is presented in an "industry case digest" for Theatre Owners of America by its general counsel, Herman M. Levy.

Significance of the case, according to Levy, is that it "graphically presents the functioning of the judicial

(*Continued on page 4*)

FCC Toll-TV Decision To Be Given Next Week

From THE DAILY Bureau

WASHINGTON, July 16. – The Federal Communications Commission has postponed until next week its reply to a request from House com-

(*Continued on page 5*)

Canadian Film Production Seen Heading for $20,000,000 Budget

Special to THE DAILY

TORONTO, July 16.–Estimates are being made that Canadian film production budgets, which last year were at $14,000,000, may reach $20,000,000 this year and $40,000,000, next year.

A boost in new facilities and equipment is expected now that the import ban on professional movie equipment has been lifted.

Canadian-made filmed TV services are paying back investors. Three have been made, two are set to roll and six more are planned. Each costs $1,000,000 or more. The only feature production has come from Klenman and Davidson and Sid Furie.

Stanley Schatz, lawyer, heads the finance group, which includes George Coles and P. H. Delacour of Sarnia. They put almost $100,000 into "Now That April's Here," which had its world premiere at the Towne Cinema here recently. Klenman and Davidson have enough backing for three features a year.

Syd Furie, who produced the low budget "A Dangerous Age," which had a good reception overseas, is working on a couple more films.

In Mass.

Five Drive-Ins Will Continue Run of 'Ten'

Paramount Reveals High Grosses for First 5 Days

Special to THE DAILY

BOSTON, July 16.–The five Massachusetts drive-ins which announced yesterday they would terminate their booking of "The Ten Commandments" at the end of the first week last night, despite their having contracted to play the picture two weeks, announced today they would fulfill their commitment with Paramount and continued playing it.

No explanation of the decision was forthcoming from Winthrop Knox, Jr., or Lloyd Clark, who buy and book for all five drive-ins. However, it was

(*Continued on page 4*)

Va. Group Names Board; Hears Jameyson Report

Special to THE DAILY

OLD POINT COMFORT, Va., July 16.–Election of a part of the board of directors and a report on the plan of Motion Picture Investors, Inc., for exhibitors to invest in voting common stocks of motion picture production and distribution companies were the

(*Continued on page 5*)

Lipton Backs Film Ads; Hits 'Madison Avenue'

From THE DAILY Bureau

HOLLYWOOD, July 16. – David A. Lipton today took a vigorous stand against critics of modern motion picture advertising and publicity methods, in a speech before the educators attending the second annual industry

(*Continued on page 5*)

Television Today Page 5

PERSONAL MENTION

BUDDY ADLER, 20th Century-Fox executive in charge of production, returned to Hollywood yesterday from New York.

•

CHARLES LEVY, Buena Vista advertising-publicity director, has left here for Bethlehem, Allentown and Scranton.

•

IRVING SOCHIN, general sales manager for Rank Film Distributors of America, will return to New York tomorrow from Baltimore and Washington.

•

JERRY SAGER, B. S. Moss Theatres advertising-publicity director, will leave here with **MRS. SAGER** today for Las Vegas and the Coast.

•

MICHAEL ANDERSON, director, left New York yesterday for London via B.O.A.C.

•

MRS. WILLIAM SUTTON, who was secretary at Bailey Theatres, Atlanta, gave birth there recently to a son.

Circuit Publicists at Meeting on 'Macabre'

Publicists from metropolitan circuits and independent theatres attended a special promotion meeting here this week at the home office of Allied Artists to discuss the campaign for "Macabre," which will open in 125 theatres in this area on July 25. Conducting the meeting was Harry Goldstein, AA exploitation head in New York.

The local campaign is to follow the pattern set in other parts of the country and will include newspaper, radio and TV advertising and widespread distribution of $1,000 insurance policy blanks, each imprinted with the picture's theatre date.

Secure 'West Side'

Eliot Hyman and Ray Stark of Seven Arts Productions are now finalizing negotiations for the hit musical, "West Side Story," to be filmed for United Artists release. The purchase price will be $350,000 plus 10 per cent of the world gross after the break-even point. This follows yesterday's announcement by Hyman and Stark of the Seven Arts purchase of film rights to "Two For The Seesaw" for $600,000 plus 10 per cent of the gross over $3,500,000. This property also will be filmed for United Artists release.

EDITORIAL

(Continued from page 1)

that Allied took in the 1930s which led to the Government suit and the decrees Allied now complains are deficient.

Most of the rest of the industry is convinced today that the Allied-fomented decrees are responsible for many of the ills which confront the theatres today.

Allied's EDC seemingly would do better to join with other industry elements in petitioning the amending of the decree in ways which might restore some of the equilibrium which prevailed before Allied last launched a major litigation-legislation drive.

Minneapolis B-B Group Picks Name, Attorney

Special to THE DAILY

MINNEAPOLIS, July 16. – The Northwest Exhibitors Business Building Forum is the official title of all-inclusive motion picture group in Minneapolis, organized (1) to combat daylight saving time and (2) to combine an effort on the local level in a gigantic business building program.

The first move of NWEBBF was to name film attorney Mandt Torrison of St. Paul to co-ordinate all legislative work of the group among Minnesota legislators on the daylight saving attack.

Other groups have also been formed and given special assignments to attack fast time under the program of the Citizens Committee for Standard Time.

MPEA Board to Weigh Economy Measures

A meeting of the board of Motion Picture Export Association on July 30 will consider the possibility of effecting economies in some operations, including the advisability of discontinuing some offices abroad, whose functions would be consolidated with others.

Eric Johnston, MPEA president, will attend the meeting.

'Tarzan' Big in Texas

In a wire sent to the M-G-M home office yesterday, Bill O'Donnell, president of Cinema Art Theatres, Inc., reported that "Tarzan's Fight for Life" broke all house records at the Texas Theatre in San Antonio, where it opened last week, with the first five days of the engagement grossing over $10,000.

Sign Carolyn King

Singer Carolyn King has been signed by the Rich Film Corp. to make her screen debut in their production of "The Beautiful Stranger." Shooting will commence in August at Martha's Vineyard, Mass.

Allied's Role

(Continued from page 1)

it was doing 20 years ago. They succeeded then in getting the government to bring the suit which resulted in the decree that has changed the industry and is responsible for most of the conditions they now complain about."

None of those from whom comment was sought had seen a copy of the Allied pamphlet, so declined to be quoted or even to make formal or official statements. Most emphasized that their opinions were strictly "off the cuff," being based solely on a reading of yesterday's trade press summations of the pamphlet.

One said, "This was a fairly well stabilized industry up to the time Allied brought about the anti-trust litigation. Now, apparently, Allied wants a return to that stability and its memory is short enough to try to get it by stirring up more dissension."

Several remarked that many others in the industry are completely dissatisfied with industry conditions resulting from the Federal consent decree but take that as a caution, rather than an incitement, to go back to Washington for another doseage.

One exhibitor commented that "It would be nice if we could get the blockbusters in our neighborhood theatres at 50 per cent immediately after a Broadway road show but you have to consider the distributor's side, too. He's not without his problems today, any more than most exhibitors."

A sales executive disputed the Allied pamphlet's contention that a blockbuster that has been road shown is "bled white" by the time it gets to the small exhibitor. "Our figures show," he said, "that the average exhibitor does proportionately as well with our top product as we do ourselves, and when he does get the blockbusters they give his concession business a big boost, too, from the increased attendance at his theatre."

Justice Department officials contacted in Washington by MOTION PICTURE DAILY stated they have no comment on the Allied report.

'Fly' Strong in Denver

Twentieth Century-Fox's "The Fly" grossed $2,819 for its opening day at the Denver Theatre, Denver, Fox reported yesterday, pointing out that this figure was the largest opening day for a Fox film there since "Peyton Place."

DeMille at Home

HOLLYWOOD, July 16. – Cecil B. DeMille returned to his home today following a general checkup and several weeks of rest in Cedars of Lebanon Hospital. DeMille, who will be 77 next month, is expected to announce the subject of his next film upon his return to the Paramount studios.

. . . NEWS ROUNDU

Ad Drives for 'Laurent'

Extensive advance advertising-
licity oampaigns are planned by Ti
Lux Distributing Corp. for "The
of Dr. Laurent," according to Ric
Brandt, president. The picture is
in its third week at the Trans-
52nd Street Theatre here. It will
at the Mayflower Theatre, Boston
Aug. 6, followed by engagement
San Francisco, Los Angeles and
troit.

■

'Country' Comic Book Se

The first edition of the four-
comic book published by Dell Pub
ing Co. and relating to "The
Country" will exceed 3½ million co
it has been announced by Roge
Lewis, United Artists national di
tor of advertising-publicity. The
is being issued in connection
William Wyler's Western drama, "
Big Country," a UA release.

■

Reader Coming to U. S.

Harrison Reader, independent
ducer, has announced plans to tr
fer his production activity from
land to the United States. The
pany now is preparing a progra
"modest-budget exploitation featu
he said.

■

Drive-in Prints for 'Kings'

Fifty special high-key prints
drive-ins have been ordered for "K
Go Forth," it is announced by Ja
R. Velde, general sales manager
United Artists. The prints are
signed to give better screen defini
in open air situations.

Five Pictures Start; Three Are Completed

From THE DAILY Bureau

HOLLYWOOD, July 16.–Five
pictures started and three others
completed last week, increasing
total number in production to 31.

Started were: "Speed Crazy,"
count Prods. (Allied Artists); "Se
Prom" (Columbia); "The Tr
Parkwood-Heath Prods., Teohnic
(Paramount); "Mardi Gras.," Cine
Scope, DeLuxe Color (20th Cent
Fox); "Up Periscope," Lake
Prods., WarnerColor, WarnerSc
(Warner Bros.).

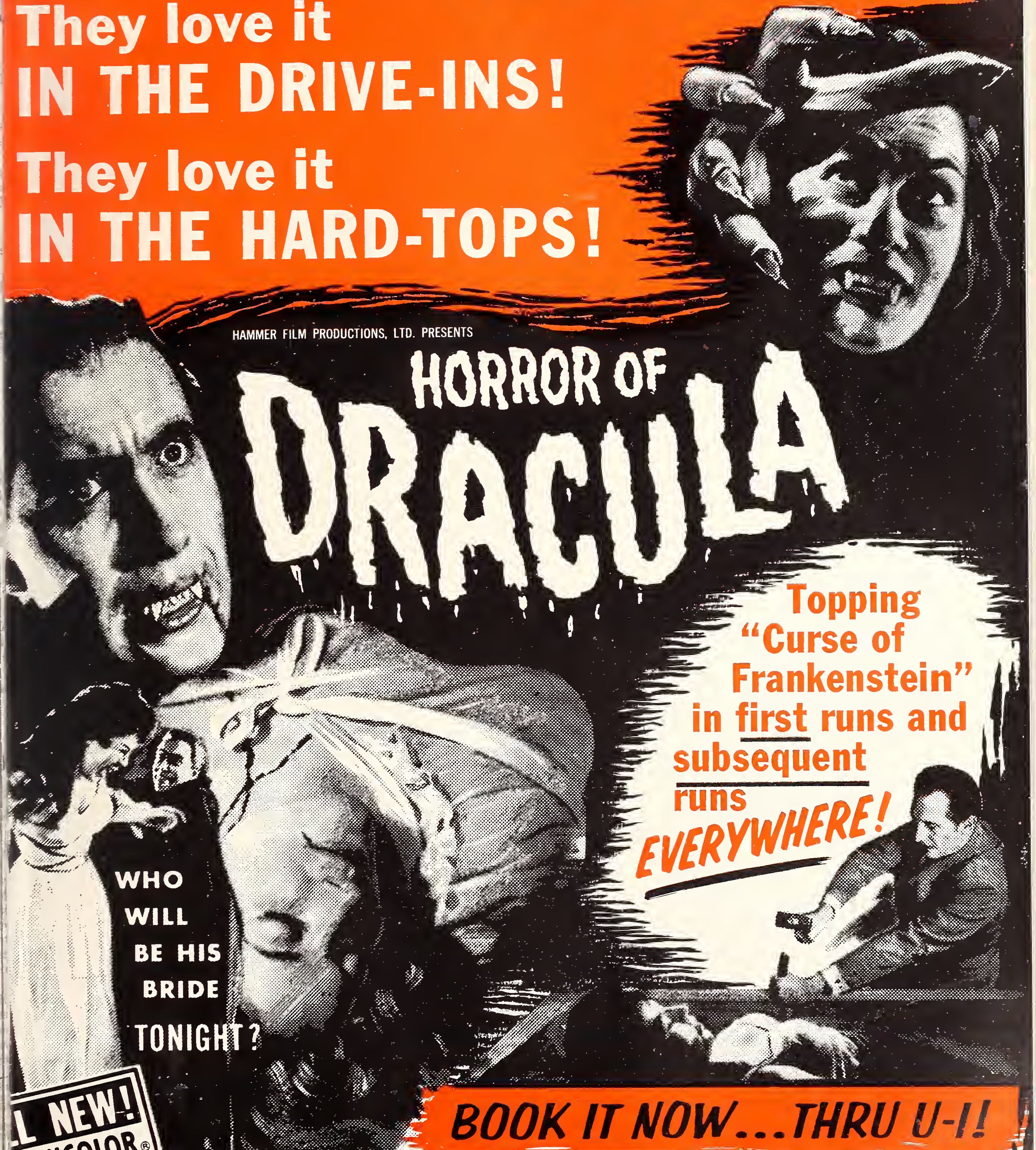
Completed were: "Crime and P
ishment, U.S.A." (Allied Artis
"The Doctor's Dilemma," Co
Prods. (Metro - Goldwyn - May
"The Young Captives" (Paramount

MOTION PICTURE DAILY. Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane. Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Floyd E. S
Photo Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager. TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Vin
Canby, Eastern Editors. Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; Telephone HOllywood 7-2145; Washington, J. A. Otten, National Press Club, W
ington, D. C.; London Bureau, 4, Bear St. Leicester Square, W. 2, Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in
principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockef
Center, New York 20, Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Martin Ouigley, Jr., Vice-President; Theo. J. Sullivan, Vice-P
dent and Treasurer; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 times a
as a section of Motion Picture Herald; Television Today, published daily as a part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fame. Entered as sec
class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign. Single copies,

LOVE THAT HORROR!

They love it
IN THE DRIVE-INS!

They love it
IN THE HARD-TOPS!



HAMMER FILM PRODUCTIONS, LTD. PRESENTS

HORROR OF DRACULA

Topping "Curse of Frankenstein" in first runs and subsequent runs *EVERYWHERE!*

WHO WILL BE HIS BRIDE TONIGHT?

L NEW!
CHNICOLOR®

BOOK IT NOW...THRU U-I!

starring PETER CUSHING • also starring MICHAEL GOUGH and MELISSA STRIBLING with CHRISTOPHER LEE as DRACULA
Screenplay by JIMMY SANGSTER • From the novel by BRAM STOKER • Directed by TERENCE FISHER
Executive producer: MICHAEL CARRERAS • Associate producer: ANTHONY NELSON-KEYS • Produced by ANTHONY HINDS
A UNIVERSAL-INTERNATIONAL RELEASE

Five Drive-ins

(*Continued from page 1*)

learned the decision was made following conferences between Knox and Paramount officials here and in New York.

The drive-ins involved are the Twin, Medford, Mass.; the Route 138, Canton; Route 114, Middleton; the Plaistow, Haverhill, and the Meadowbrook, Middleboro. At one of the drive-ins, the Twin, "Commandments" is being shown on only one of the two screens, with "This Angry Age" being shown on the second starting tonight.

Ad Changes Speeded

Last-minute ad changes for the five theatres were rushed out to local newspapers this morning following the change of plans.

The trade locally regarded the announced week's cancellation either as a prelude to a legal test of Paramount's sales policy on the picture to drive-ins or as a gesture of protestation against the policy which calls for a charge of $1.25 for each adult and 50 cents for each child.

A bulletin issued by the Independent Exhibitors of New England had attributed the decision to halt the run at the half-way mark to disappointing business. However, in New York yesterday Paramount officials revealed business done by the Cecil B. DeMille production at the five drive-ins for the first five days—which were the only figures it had available up to yesterday—were more than double the highest grossing Paramount pictures ever played by the five.

Compared with Former Grosses

For instance, Paramount said the five-day gross of the Twin, Wednesday through Sunday, was $7,118. This compares with a gross of $669.60 for "The Joker Is Wild" at the same theatre for four days, Wednesday through Saturday, Nov. 20-23, 1957; with a gross of $249.60 for "Mr. Rock 'n Roll" and "The Devil's Hair Pin," for the three days following that. "The Rainmaker" grossed $2,356 in four days, Wednesday through Saturday, April 17-20, 1957. The same theatre bought "The Gunfighter" from Paramount for $500 flat, and paid $200 flat for "Fear Strikes Out," the story of Jimmy Pearsall of the Boston Red Sox. "The Delicate Delinquent" grossed $682.40 on a double bill, Oct. 6-8, 1957; "The Man Who Knew Too Much," $1,803, three days starting Sunday, Aug. 5, 1956.

Most Involved Double Bills

Most of the above engagements involved dual bills. The theatre has 1,000 car capacity to a side. Paramount estimates its gross for "The Ten Commandments" for the first seven days will exceed $8,000.

The Meadowbrook at Middleboro grossed $2,399 in the first five days with "Commandments"; the Route 114, $3,473; the Plaistow, a 500-car drive-in, $1.363, and the Route 138, $3,413.

REVIEW:

La Parisienne

Lopert—United Artists

THERE IS GAY, light and amusingly entertaining fare offered in this importation from France, via Lopert Films and released by United Artists. Its chief selling assets, of course, are the names of a pair of players, box office material in this country and for different reasons. The two are, in what must be considered the current order of material importance, Brigitte Bardot, she of the readily discernible physical attributes, and Charles Boyer, who makes an expectedly distinguished royal consort with an attentive eye for a pretty face—or figure.

The original screenplay by Annette Wedemant and Jean Aurel and the adaptation of Aurel J. Emanuel and Michel Boisrond place no undue strain on the mental processes of the beholder, but then it was certainly never the intention of the producers that the audience be severely taxed. This is chucklingly light typically French fare.

Michel Boisrond also directed the wholly French production, and kept his sights firmly fixed on the lighter side, with good effect. Technicolor does much to enhance the effectiveness of the production. Such other players as are engaged are quite satisfactory, if totally unknown, of course, in this country. They include Henri Vidal, Andre Luguet and Nadia Gray, in particular. Francis Cosne produced.

IT IS PARIS in the Spring, and Miss Bardot, daughter of Luguet, the Prime Minister, is excitedly in love with the Minister's secretary, Vidal, although he is somewhat lukewarm, being quite busily engaged in divers directions elsewhere, none of which has anything to do with the affairs of the Government of France. The amorous adventures—and misadventures—which might be expected under the circumstances indicated in the basic premise take place, all with the light touch of amusing comedy, and easily followed and understood without a knowledge of French.

The story gets to the point, after Vidal and Miss Bardot are compelled to get married to avoid a scandal with political overtones. Jealous, she seeks to get even, and uses as the weapon Boyer, arriving with his wife, queen of a neighboring country, on a state visit. The two make a jet plane trip to the Riviera on a sunny afternoon, and Vidal plans to thrash Boyer, thus threatening the careers of Prime Minister and secretary, but the day is saved as the pair return with nothing to prove where they have been—except that they are both sneezing as the royal visitors depart.

It's that light and simple, but it is amusing and the Bardot personality is very much in evidence. As a matter of fact, on several occasions it is perhaps too much in evidence to make this wholly a family picture.

The picture is being offered to exhibitors in two versions—one with subtitles and the other dubbed into English.

Running time, 85 minutes. Adult classification. Release, in August.

CHARLES S. AARONSON

Billy Graham Film In Sacramento Today

Special to THE DAILY

SAN FRANCISCO, July 16. — "The Heart Is a Rebel," the Billy Graham color religious film hitherto shown in churches and small auditoriums without an admission price, drew approximately 6,000 for the matinee and evening showings here at the Fox Theatre last night at ticket prices ranging up to $1.85. Wide World Films, independent production firm of which the evangelist is a member of the board of directors, rented the 4,400-seat Fox for the two performances and installed special arc projectors because the Fox has no 16.mm facilities.

With the same admission prices the film will be shown tomorrow afternoon and night in Sacramento at the Senator Theatre.

The 90-minute feature, with considerable footage from Graham's recent Madison Square Garden revival, is the story of a Madison Avenue advertising executive and the emotional problems encountered by his family.

Ethel Waters, Jane Withers, Georgia Lee and John Milford are in the professional acting roles. Miss Lee made a personal appearance at the Fox here and will repeat tomorrow in the State Capitol.

Hendrix to NTA Pictures As S.W. Division Head

Truman Hendrix has been named Southwestern Division sales manager for NTA Pictures, Inc., it was announced by H. H. Greenblatt, general sales manager. Hendrix will make his headquarters at the NTA office in Dallas.

His background includes 24 years in various sales executive posts with Fox, Paramount and various independent distributors.

UK Court Edi

(*Continued from page 1*)

process in a country which does have anti-trust laws" and there explains "how and why the indu in Britain feels securely that it through the 'Bernstein Plan' sol the problem of keeping motion tures off television."

Plaintiffs in the suit were M Austen Byrne and Miles Byrne (H ford), Ltd., which control two tl tres. Defendants were the Kinem graph Renters Society, Ltd.; C matograph Exhibitors Association; Frank Hill and P. C. Belton, checl employed by KRS.

Levy Quotes Provisions

Upshot of the decision against plaintiffs, Levy points out, was t "where there is evidence of an exh tor under-reporting and, where t exhibitor refuses to accept an countant 'nominated' by the distri tors' group, and to pay for the se ices of the audit, he may *lawfully* driven out of business by the distri tors' refusing to sell him any furt product."

Against this background, L adds, "it becomes easier to underst how the British distributors, prod ers and exhibitors, are advised t they are within the law, under 'Bernstein Plan,' in keeping mot pictures off television. Under that p any producer, distributor, or a p son who has helped finance a pictu who sells to television, can be b cotted by exhibitors. In turn, if a exhibitor refuses to join in that b cott, he can be boycotted by all p ducers and distributors."

Admit Para. Decree

(*Continued from page 1*)

Murphy has indicated he would p mit Embassy attorney Robert D. Ra en to introduce the decree "if a when he thinks it advantageous the plaintiffs."

Raven's purpose of offering the d cree was obvious since it could co stitute prima facie evidence conspiracy on the part of the defen ants. Judge Murphy's acceptance in evidence of the document was in c rect contrast to his previous ruling the Samuel Goldwyn case, when refused to permit introduction.

Today's session wound up th presentation of the plaintiff's eviden and the defense prepared to start pu ting in its case.

'Kings' to 10 Key Citie

Frank Ross' production of "Kin Go Forth" has been set for 45 r gional openings in the United Stat within the next two weeks, it is a nounced today by William J. Hein man, United Artists vice-president charge of distribution.

Key cities figuring in the datin program include Pittsburgh, Norfol Houston, Akron, Atlanta, Dayto Toledo, Indianapolis, Hartford, S racuse, Kansas City, Richmond, Ha risburg, Rochester, Memphis, Cant and Niagara Falls.

Television Today

oll-TV Edict

(*Continued from page* 1)

e chairman Harris to hold off any n on subscription television until year. Harris wrote to the commis- earlier this month asking that it othing further about toll TV until next session of Congress has a ce to work on the problem.

commission spokesman said that ommission discussed todav a pro- d reply to Harris prepared by the staff, but deferred action on it use commissioners Lee and Bart- vere out of town.

Expanding Sales; omotes 4 Executives

. J. Rifkin, vice-president in ge of sales for Ziv Television rams, Inc., has announced a series ajor promotions and a realign- of certain sales areas to provide nore intensive service and further gement of the sales staff in both national sales and syndication operations.

vo new geographical divisions been created in the syndication rtment and an additional regional division has been created in the nal sales department. A new na- l sales department unit under nal sales manager James Shaw, function as do the existing units ew York and Chicago. With head- ters in Cincinnati, it will serve i-market advertisers in mid-west- and southern markets.

Broman Promoted

lward J. Broman has been pro- d to the post of sales manager of newly formed division of the na- l sales department. He was for- y central division sales manager syndication. Len Firestone has promoted to the post of sales ager for the syndication depart- t, supervising all geographical di- ns. He was formerly head of the York City syndication sales staff. Ziv's syndication operation, the tral Division, as formerly consti- d, has been changed into two di- ns, North Central and South Cen- Ray McGuire, formerly spot sales ager, will become sales manager he North Central division of the lication department, headquarter- in Cincinnati. Donald S. Brogdon been promoted to South Central sion sales manager, headquartering Dallas.

orn Named Editor

ohn Horn has joined the CBS Tele- on Network press information de- tment as feature editor, it was ounced by Charles S. Steinberg, ctor of information services, CBS evision Network. Horn has been the "Person to Person" staff for past several years.

Du Pont Announces Six New Season Specials

The Du Pont "Show of the Month" series has selected six of the nine hour-and-one-half productions to be presented on the CBS Television Network during the 1958-1959 season. These special programs, all to be presented 'live' from New York, will include Mary Chase's "Harvey"; Alexander Dumas' "The Count of Monte Cristo"; Joseph Conrad's "Victory"; Giovanni Guareschi's "The Little World of Don Camillo"; Sir James Barrie's "What Every Woman Knows"; and Shakespeare's "Hamlet," as performed by England's celebrated Old Vic Company.

Lewine and Susskind to Direct

"Victory" and "Hamlet" will be produced by the CBS Television Network under the supervision of Richard Lewine, director of special programs. The other Du Pont "Shows of the Month" will be produced by David Susskind of Talent Associates, Ltd.

'Sunrise Semester' To Expand in Fall

WCBS-TV and New York University this fall will expand "Sunrise Semester," the early-morning educational television program, to include four college credit courses in classical civilization, mathematics, literature and government. Plans for the courses were announced at a press conference in the Savoy Hilton Hotel.

Campus Discussions Planned

Beginning September 29, "Sunrise Semester" will be presented six hours a week, Monday through Friday from 6:30 to 7:30 A.M. and on Saturday from 7 to 8 A.M. The 1958-59 program, University spokesmen said, also will provide the opportunity for a closer relationship between the student and his instructor and will include optional discussion sessions on the NYU campus and in various suburban communities.

Two Appointments to NBC Central Division

Appointment of W. J. McEdwards as a salesman, and John F. Brookman as sales development and presentation assistant, both in NBC Television Sales, Central Division, was announced by Edward F. Hitz, vice-president, NBC Television Sales, Central Division.

For the past six years McEdwards has been with Tatham-Laird, Inc., advertising agency in Chicago, where he served as an account executive and, most recently, as assistant media director. Brookman comes to NBC from Fulton, Morrissey Company, Chicago, advertising agency, where he had been an account executive in the public relations division since July, 1957.

Lipton Defends Ads

(*Continued from page* 1)

council workshop at Fairfax High School. Universal-International's vice-president in charge of advertising and publicity, referring to ideas, devices and methods, created and developed by showmen, which have been criticized by critics of the industry, and which have been adopted by a number of other businesses with good results and no criticism, jibed at "Madison Avenue colleagues" who blast Hollywood advertising methods.

"Apparently, their high standards of TV programming and advertising is a luxury they indulge in when prosperity is high and selling is easy," Lipton said. "Now that a recession has put the pinch on selling, Madison Avenue is resorting to such 'up to date' devices as shoot-em-up westerns on TV to sell their products.

"Bingo or bank night, now generally discarded by the motion picture business, holds full sway on TV under fancy 'give-away' titles—with questions often so simple that the viewer can feel superior to contestant.

Queries 'Madison Avenue'

"It is not that I am being critical of this trend, I am simply asking Madison Avenue critics of motion picture advertising whether or not they have the right to point an accusing finger."

Lipton reminded his workshop listeners of the self-regulatory Production Code of the major motion picture studios, controlling the taste and ethics of the content of films as well as the advertising disseminated by them. "We established this ourselves many years ago," he said, "and we abide by its dictates even though we may sometimes disagree.

"In the overall picture, it is imperative that one see in proper perspective—and thus differentiate—those matters of motion picture advertising over which we ourselves have control and responsibility, as against those where we do not."

Lipton was introduced by Lou Greenspan, Motion Picture Industry Council secretary, who moderated the session.

Product, Sales to TV

(*Continued from page* 1)

tion will take action on the problems listed as well as others. "If the exhibitors of America will raise their voices in unison on these matters," he added, "something can be accomplished."

Referring to sales of films to TV, Kirsch said he is "convinced that many of the top men in distribution are sincere in their desire not to unload any more pictures to television, but after all, they are only employees and when the stockholders lay down the law, they are helpless, for fear of losing their jobs. Maybe we will have to start an educational program among the film company stockholders to show them the error of their ways—maybe we will have to go to Congress, as Spyros Skouras recently suggested, to help save our industry from this menace," he added.

Virginia Unit

(*Continued from page* 1)

principal orders of business at the second day of the annual convention of the Virginia Motion Picture Theatre Owners Association. The convention, which is being held at the Chamberlin Hotel here, will end tomorrow with election of the rest of the board and a meeting devoted to theatre management and promotion.

Investment Plan Outlined

Jack Craunagel of Little Rock, Ark., explained the Jameyson stock investment plan and said the company, which earlier this week filed a registration certificate with the Securities and Exchange Commission, expected to have final approval of its public offering of 200,000 shares at $1 par value by the middle of September.

Elected to the board today were four past presidents and members of 10 congressional districts. Ten more members at large will be named tomorrow.

District Members Named

Past-presidents elected today included Sidney Bowden, Leonard Gordon, and Seymour Hoffman, and members of the districts were as follows: first, William Jasper and Jerome Gordon; second, Jeff Hofheimer and Syd Gates; third, Ben Somma and Dave Kansky; fourth, Hal Lyon and Roy Richardson; fifth, W. H. Hester and F. M. Westfall; sixth, Jack Runsey and W. W. Grist, Jr.; seventh, Denver Aleisher and William Dalke, Jr.; eighth, Benjamin T. Pitts and D. H. Covington; ninth, C. E. Smith and R. G. Flanery, Jr.; and tenth, Frank Stover and H. R. Martin.

Publicists Local 872 Officers Are Elected

Harry Rice, Columbia field exploiteer, has been elected president, and David Cassidy, of the I.A.T.S.E. international office, has been elected business agent of Publicists Local No. 872, I.A.T.S.E., union of motion picture industry publicists employed East of the Mississippi River, the local announced yesterday. No. 872 is the sister local of Hollywood Publicists Local No. 818, IATSE, whose jurisdiction is West of the Mississippi.

Other officers elected were: Alvin Adams, first vice-president; Mel Smith, second vice-president; Tom Kirby, secretary-treasurer. All three are independent publicists who work on assignments from motion picture companies.

Local No. 872 has a membership of approximately 100 motion picture publicists.

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MOTION PICTURE DAILY

Concise
and
to the
Point

)L. 84, NO. 13 NEW YORK, U.S.A., FRIDAY, JULY 18, 1958 TEN CENTS

'0 Cents Now Exempt

Kerr Will Seek To Free $1.50 From U.S. Tax

ill Ask Senate Committee o Ease Admissions Levy

By J. A. OTTEN

WASHINGTON, July 17. – Sena-
r Kerr (D., Okla.) today said he
pects to move in the Senate Finance
ommittee next week to exempt the
st $1.50 of theatre admissions from
e Federal admissions tax.

Kerr, ranking Democrat on the com-
ittee, said he would offer the pro-

(*Continued on page* 3)

EA Approves Plan to ontrol Films to TV

By WILLIAM PAY

LONDON, July 17.—All divisions of
e British motion picture industry
ave now formally approved the plan
r a Film Industry Defence Organi-
ation to control the release of feature
lms to television with final accept-
nce of the program today by the gen-
ral council of the Cinematograph Ex-
ibitors Association. The vote of the

(*Continued on page* 5)

Fly' Is Heading for $1,000,000 in 400

"The Fly" is heading for an open-
g week gross of $1,000,000 in 400
eatres on the West Coast, 20th Cen-
iry-Fox announced yesterday. In
ost situations, the company said, the
lm is running ahead of "Peyton
lace."

"The Fly" was launched with mid-

(*Continued on page* 4)

TRADEWISE
on page 2

Television Today
on page 5

New B-B Campaign 'Honor List' Brings Payments from All States in U. S.

A second "honor roll" of exhibitors who have made pledges and contributions to the business building campaign was released here yesterday by Abe Montague and Ernest G. Stellings, co-chairmen of the executive committee of the campaign, who pointed out that for the first time cash has been received from every state in the union. The new contributors raise to nearly 400 the number of individual checks received to date and increase to over 3,000 the number of theatres covered by this cash.

Publication of the initial "honor roll" on July 7 resulted in response from many exhibitors, Montague and

(*Continued on page* 5)

VMPTA Directors Vote Support to Jameyson

Special to THE DAILY

OLD POINT COMFORT, Va., July 17. – The board of directors of the Virginia Motion Picture Theatres Association today passed a resolution complimenting H. E. Jameyson on his Motion Picture Investments, Inc., plan and assured him that Virginia exhibitors would give careful consideration to the purchase of stock if and when it becomes available.

The Jameyson plan involved the establishment of a trust company to purchase stock in the major com-

(*Continued on page* 4)

10 RKO Theatres Book Fight in Seven Cities

The RKO Circuit announced yesterday it will present over closed-circuit TV the Floyd Patterson-Roy "Cut and Shoot" Harris heavyweight title bout which takes place at Wrigley Field, Los Angeles, on Monday, Aug. 18 at four Metropolitan New York theatres. They are RKO 86th Street, Manhattan; RKO Fordham, Bronx; RKO Madison, Ridgewood, Brooklyn; and RKO Keith's, White Plains. Tickets for

(*Continued on page* 4)

300,000 Shares UA Stock Offered at $22.375 Per

The 300,000 shares of United Artists Corp.'s common stock at $1 par value, recently proposed for sale, were offered to the public yesterday by an underwriting group headed by F. Eberstadt & Co. The stock was priced at $22.375 per share.

Of the offering 200,000 shares are being sold for the account of the company. The remaining 100,000 are being sold for the account of "certain stockholders" active in the management, who, after the sale, will continue to own all of the company's class B common stock, representing about 43 per cent of the voting stock.

Stark Outlines Plan for Television City Here

New York City council president Ave Stark yesterday offered to meet with a committee of the broadcasting industry to develop plans for the building of a Television City here.

Addressing the convention of the American Federation of Television and Radio Artists held at the Biltmore Hotel, Stark suggested the building of a modern television center as part

(*Continued on page* 5)

$43,887 for 'Ten' in Day At 17 N.Y.C. Theatres

A first day gross of $43,887 was reported by Paramount yesterday for "The Ten Commandments" in the 17 Greater New York area theatres which opened the picture Wednesday as special engagements.

The 17 represent the second group

(*Continued on page* 4)

Films' Universal Value Stressed by Wanger

From THE DAILY Bureau

HOLLYWOOD, July 17. – "No other medium has spoken as loudly or clearly on international events as Hollywood films," Walter Wanger told the assembled Los Angeles high school teachers at today's penultimate session of the Motion Picture Industry Workshop at Fairfax High School.

Pioneers of the motion picture industry were never nationalist in their bid for world-wide appeal, producer Wanger stated, and he added, "Hollywood is due for a rebirth, compared

(*Continued on page* 4)

For Post-'48 Films

Texas Compo Lauds Reade TV Proposal

Rorex Suggests NSS Select And Package Re-Releases

Enthusiastic approval of the plan proposed by Walter Reade, Jr., to control release of post-1948 pictures to television has been voiced by Texas Compo. In addition, the Texas organization has proposed that National Screen Service be designated "to select and create packages of these pictures" to be distributed to theatres in order to insure their theatrical re-release rather than have them shown on television.

The approval and the proposal for National Screen Service's participa-

(*Continued on page* 3)

Joseph Macchia Elected Loew's, Inc., Secretary

Joseph A. Macchia, an attorney for Loew's, Inc., for the past eight years, was elected secretary of the company yesterday at a meeting of the board of directors. Macchia succeeds Irving H. Greenfield in the post. The latter had asked to be relieved of the posi-

(*Continued on page* 5)

Need Court O.K. to Book 'Windjammer' to Cinerama

The booking of National Theatres' Cinemiracle production "Windjammer" into Stanley Warner Cinerama theatres in St. Louis, Boston and Kansas City, announced earlier, is dependent on approval by the Department of Justice and the U. S. District Court, it was stated yesterday.

Discussions between the Department and Stanley Warner Cinerama concerning the Department's approval of the bookings are now in progress. S-W has court approval to engage in the production and exhibition of Cinerama films, and N.T. has a similar authorization for Cinemiracle, but the authorizations do not include outside licensing, it is understood.

PERSONAL MENTION

WALTER READE, Jr., chairman of the board of Continental Distributing, Inc., will leave New York tomorrow for Europe.

•

MITCHELL WOLFSON and SIDNEY MEYERS, co-owners of Wometco Theatres, Miami, are vacationing with their families in Europe.

•

STAN BRODY, United Artists newspaper contact, will leave here at the weekend for a vacation in Jackson Corners, N. Y.

•

HAROLD HECHT, of Hecht-Hill-Lancaster, will leave New York today for London via B.O.A.C.

•

ED CLAUGHTON, Jr., of Claughton Theatres, Miami, has returned there with MRS. CLAUGHTON from Hollywood.

•

VINCENT TROTTA, artist and head of the judges panel for the "Miss United States" contest, will leave here at the weekend for Long Beach, Cal.

T-L Names Benedict

Lowell Benedict has been appointed public relations director of Trans-Lux Pictures Corp., it was announced by Richard P. Brandt, president. Benedict, who joined the firm earlier this year to head a special campaign to promote "The Case of Dr. Laurent," will take charge of a newly created public relations unit to handle all phases of the company's motion picture and television activities. He entered the film business as a magazine contact for M-G-M in 1944 and served on the publicity staffs of Universal, 20th Century-Fox and RKO Radio Pictures before joining Trans-Lux.

Baker Invites Merchants

MIAMI, July 17.—Don Baker, resident manager of the new Loew's 170th Street Theatre, is planning, as a part of the opening ceremonies, a preview for merchants of the city's shopping center and owners of motels in the area.

CO-AT-CO to Henn

ATLANTA, July 17. — Preston Henn, Georgia-Carolina exhibitor, has taken over operation of CO-AT-CO Theatres, Toccoa, Ga., formerly operated by W. M. Snelson.

TRADEWISE

By ONLOOKER

THE NATIONAL RECESSION is over, in the opinion of Sales Management's Board of Analysts of Future Sales Ratings, which foresees good business for motion pictures for the next 12 months. . . . Improvement should begin to show in the current quarter for most industries, which should wind up as a good one, although not up to the third quarter of 1957, according to Sales Management's Board. Results should be ahead of last quarter, however, and the gains will advance more strongly and progressively through the fourth quarter of this year, making the final quarter tops in volume for 1958, says the board which is composed of 307 economists, statisticians and marketing men.

JERRY PICKMAN likes to tell the story of the indomitable checker who refused to become discouraged over the failure of his many attempts to check a drive-in. One night he went to the manager and represented himself as a sales representative for a brand of chewing gum and asked permission to hand out free samples to occupants of cars at the entrance. Permission was granted gladly. His "samples" were the candy-coated type commonly sold in vending machines, two pieces to a pack for a penny. He distributed a yellow pack to each adult, a green to each child, and at the end of the evening he had a perfect count of the drive-in's attendance. When he reported back to his office he learned that in his zeal to get the count he had overlooked the fact that the drive-in's new program was being played flat.

IN TODAY'S MARKET, do you best sell a western characterized by acts of off-beat violence as a western or a horror-type picture? Charles Einfeld goes for the latter and was instrumental in having the title of the Herbert Swope, Jr., production changed from "The Quick Draw" to "The Fiend Who Walked the West" as the first step in merchandising the film via the new approach. . . . With softness appearing in the demand for westerns as a result of a surfeit of them in tv programming, the 20th Century-Fox executive is banking on making the exhibitor's job easier and more rewarding by emphasizing the film's gruesome aspects, for which there is, by contrast, a strong boxoffice demand currently. . . . And the film's contents back up the title's promise of horror. Bob Evans, who plays the fiend in buckskin chaps, caps a celluloid career of murder and violence by slaying an aged woman in a wheel chair with a bow and arrow. Audiences with an appetite for violence should be tickled pink.

GERALD LOEB, E. F. Hutton & Co. partner and motion picture securities specialist, has arrived in Hollywood for his annual visit to the studios to size up new product and appraise its potentials. He'll be there until after Labor Day and will return to New York by motor in order to visit a wide variety of theatres en route. . . . Lynn Farnol, trumpeteer for "Cinerama—South Seas Adventure," noting the continuing demand for "new faces," points to Ramine, that picture's personable Tahiti torso-tosser, as a likely prospect. Far from claiming that she's a star in her own right yet, he reminds that a few months ago she was unknown, and in the interval has been on a continuous publicity schedule in newspapers, magazines, syndicates, tv and radio networks, with results equivalent in mass circulation to the best accorded an established star.

JAMES A. MULVEY, Samuel Goldwyn Productions president, cut short a European trip and hurried home on hearing of the recent studio fire on the Goldwyn lot in Hollywood. Paused only briefly in New York en route West this week and is likely to remain on the Coast the rest of the summer.

Fox Has Eight Film Editing, Shooting

Summertime production at Century-Fox's studio and Eur locales reached an all-time hig the film company this week as major CinemaScope productions either before the cameras or rece final editing.

In the editing stage in Pa Darryl F. Zanuck's "The Roo Heaven," while Buddy Adler's Inn of the Sixth Happiness" is edited, in London.

Anne Frank in Amsterdam

Now on location in Amsterd George Stevens' "The Diary of Frank." In production at the pany's Hollywood studios are Wald's "In Love and War," W "Mardi Gras," Leo McCarey's " Round the Flat," "Three Thou Hills," and "The Remarkable Pennypacker."

'Kwai' Breaks Recor N.O. Local Theatre

Special to THE DAILY

NEW ORLEANS, July 17.—A record was broken at the 10-yea Pitt Theatre here, a neighborhoo eration, when it ran Columbia's Bridge on the River Kwai" for weeks. The engagement followe only a month the film's five-holdover at the downtown RKC pheum.

Manager Karl Williams did e sive promotion on the picture, in ing decorating walls of the th lobby with pictures illustrating people and customs of Ceylon, with the country's flag which he cured from the British Embassy

'Key' Big in Canada

TORONTO, July 17. — Carl man's "The Key" opened to outs ing business in two key Can cities Wednesday, it was reported by Columbia. At the Grand Th in Calgary the opening day gross $2,945 and in St. John's the pi took in $1,467. Meanwhile Colun "The Revenge of Frankenstein" r up an exceptional $23,000 in the three days of its nine theatre r run here.

NEW YORK THEATR

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in
"INDISCREET"
A Warner Bros. Release
and GALA NEW STAGE SPECTACLE

MOTION PICTURE DAILY. Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Floyd E. Photo Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager. TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, V Canby, Eastern Editors. Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; Telephone HOllywood 7-2145; Washington, J. A. Otten, National Press Club, ington, D. C.; London Bureau, 4, Bear St. Leicester Square, W. 2, Hope Williams Burnup, Manager: Peter Burnup, Editor; William Pay, News Editor. Correspondents i principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rocke Center, New York 20, Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice- dent and Treasurer; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 times a as a section of Motion Picture Herald; Television Today, published daily as a part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fame. Entered as s class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign. Single copies

PEOPLE

George L. Oakley, who has been anager of the professional equipent division of Bell & Howell, has een named director of audio-visual nd professional sales.

Two regional district managers have een assigned to work in the field vith dealers. **J. J. Graven**, special repesentative for tape recorders, has een named audio-visual regional disrict manager for the midwest. **Muray O. Cunningham**, previously disrict sales manager for retail photoraphic products has been appointed istrict manager for the entire Eastern eaboard.

☐

Claude Swanson, manager-trainee at he Auto-Vision Drive-in Theatre, ast Greenbush, N. Y., has been amed manager of the Super 50 rive-in, an operation of **Alan V. selin**, located on the Albany-Saratoga oad.

☐

Daniel R. Houlihan, who is being ransferred from Albany, N. Y., to oston as Paramount branch manager, vill be guest of honor on Aug. 11 at testimonial dinner in the Sheraton en Eyck Hotel, Albany. Some 125 re expected to attend, including **E. . De Berry**, new assistant to **Hugh wen**, Paramount vice-president, and epresentatives of the leading theatre ircuits in the area.

☐

Jacob A. Evans, sales promotion diector of the "American Weekly," has een appointed associate editor of he magazine, effective July 21. Evans reviously was with McCann-Erickson nd NBC.

☐

Larry Dufour, formerly on the New rleans sales staff of Harry F. Cohen nterprises, has joined the Howco ictures exchange there. He will cover he entire state of Louisiana. William homas, formerly with Republic Picures and now with Howco, will cover he southern portion of Mississippi, outhwestern Alabama and western lorida.

☐

Hollis Alpert, film commentator for he "Saturday Review" and 1957 creen Directors Award winner as Reviewer of the year," will have his irst novel, "The Summer Lovers," reeased on Monday by Knopf.

A Men Leave Coast

HOLLYWOOD, July 17. – Out-ofown members of the Allied Artists oard of directors who attended the egular meeting of the directorate at he studio left today for their homes. hey are Edward Morey and Norton . Ritchey, vice-presidents, and Paul orzelt, all of New York; Herman ifkin, Boston, and Roger W. Hurock, Juneau, Alaska.

Texas Compo for Reade Plan

(*Continued from page 1*)

tion were in a letter sent to Reade this week by Kyle Rorex, executive director of Texas Compo.

The plan, proposed by Reade in trade ads last week, provided for the establishment of a central all-industry organization to which producers and distributors would assign the re-release rights of their pictures. The unit would then re-release the pictures to theatres or sell them, in certain cases, on a limited basis to television. Revenues from distribution of the pictures, whether to television or to theatres would be divided annually among producers and distributors subscribing to the plan, somewhat on the order of ASCAP's royalty payments.

Approval General, He Says

"The major and minor theatre circuits, as well as the prominent independent theatre owners of Texas concur with the Reade plan," Rorex's letter said.

However, the letter stressed particularly that phase of the plan which would withhold pictures from television. "These exhibitors feel," he said, "that the post-1948 pictures should be exhibited exclusively in motion picture theatres—never on TV. Consequently they are suggesting that you propose that National Screen Service be designated as the organization to distribute nationally a selection of these post-1948 films to theatres. . . .

Confident of NSS Ability

"It is felt that NSS has the essential manpower and facilities to select and create packages and special campaigns to merchandise them.

"It is also felt that a sufficient number of pictures from each producer-distributor would enable NSS to choose four from the lists of Paramount, Warners, Universal, United Artists, M-G-M, Fox and Columbia and one or two from Allied Artists, or a total of 30 pictures yearly.

Sees Million-Dollar Net

"We feel confident that NSS could secure commitments from approximately 10,000 exhibitors for a minimum of 30 days playing time per year. . . . This plan would give the seven major-producer-distributors a million dollars net each year and possibly $250,000 to Allied Artists.

"Also it would give the exhibitor substantial added revenue and this is important and urgently needed. Conversely, it will dissipate TV entertainment programs and income, and at the same time it will allow more time for distributors to concentrate on selling their new product by removing the time-consuming obligation of handling reissues.

"The NSS organization has the potential to develop each aspect of the operation to achieve success in all segments of this proposed project. In our opinion, this added function of NSS would in no way interfere with their present service to exhibitors.

Calls Potentialities 'Enormous'

"It is our earnest conviction that the suggested plan merits consideration. It has enormous potentialities for every branch of our industry and each would automatically benefit and prosper."

In his original proposal for the plan Reade suggested an industry meeting to work out details of the plan but no date has been set.

Japanese Protest, Warn On Company Closings

Japanese critics, students, and exponents of the motion picture industry, described by themselves as the country's "intelligentsia" are protesting Warner's "sudden dismissal" of its employees there and the possibility of other such dismissals by more American companies. They complain employees in Tokyo and four other cities one morning were told not to return that afternoon, that they were given one month's pay and that Japanese custom decrees at least one month and possibly two and never dismissal the same day as notification, and that trade papers, unions and others plan to raise the subject in the Diet, and thus promote anti-Americanism. They claim they are friendly, the Japanese in general also are, and through films have come to like and understand us; and they appeal to "American leaders." The letter, which came to the daily news desk, is signed by 30 film critics, editors, publishers, actors, and university professors. At the Warner office here yesterday afternoon, a spokesman said the matter had been "satisfactorily adjusted."

Kerr Will Ask

(*Continued from page 1*)

posal as an amendment to an excise tax revision bill on which the committee starts executive session work Tuesday. The committee wound up hearings today.

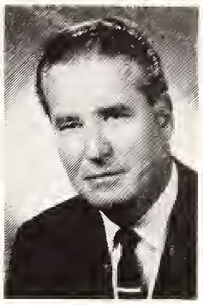
Kerr's proposal would give substantially more relief than present law, which exempts from the tax tickets costing 90 cents or less. Kerr's proposal would not merely exempt tickets costing $1.50 or less, but would also exempt the first $1.50 where the tickets cost more.

"And if $1.50 is rejected, I'll try $1.30 and $1.20 and $1," Kerr said. He refused to speculate on his chances of success.

Finance committee chairman Byrd (D., Va.) hopes, however, to keep all excise cuts out of the bill. He argues that the bill is chiefly a technical revision measure, and that the whole bill will be defeated if it is turned into a tax-cutting measure. Many other industries who have provisions in the bill for which they have long been fighting are supporting this effort to keep the bill moving through Congress as a technical measure. The Treasury, too, will fight any tax cut amendments.

Selig Heads Denver Univ. For 11th Consecutive Term

Special to THE DAILY



Robert W. Selig

DENVER, Colo., July 17. – Robert W. Selig, president of Fox Inter-Mountain Theatres, has been elected to an 11th consecutive term as president of the board of trustees of the University of Denver.

Selig is an alumnus of the university, where he was a student leader in undergraduate days. In addition to the presidency of the university he serves as head of the state's Centennial Commission, chairman of Denver's 100th birthday celebration, vice-president of the Mile High United Fund, vice-president of the Central City Opera House Association, and many others.

The seven-college university, which was founded before Colorado gained statehood, presently has a student enrollment of 8,000.

Pre-Filming Promotion On 'Image Makers' Set

A campaign to stimulate interest in a motion picture based upon a novel many months before the start of production will be undertaken by Columbia Pictures, with the aid of Harper and Bros., publishers, and booksellers across the country on behalf of "The Image Makers." Keynote of the campaign will be sounded in a full page advertisement to appear on the inside cover of the "New York Times Magazine" on July 20. The headline of the ad will say: Hollywood producer Charles Schnee tells "Just Why I Must Film 'The Image Makers'."

The major part of the "Times" ad is devoted to Schnee's account of his excitement upon first reading the Bernard V. Dryer best-seller and his eagerness to film it. Feeling that many readers and moviegoers will have their own ideas as to who should be cast in the five leading roles, he goes on to say that he will be very interested in getting their opinions.

The remainder of the ad consists of a ballot, with descriptions of the five major roles, two female and three male and blanks in which casting suggestions may be inserted.

Book 'La Parisienne'

"La Parisienne," starring Brigitte Bardot, has been set by United Artists for 24 regional premieres around the country starting next Wednesday. Key cities in the dating program include Philadelphia, San Francisco, Chicago, Boston, Washington, Los Angeles, Baltimore, Minneapolis, Atlanta and St. Paul.

National Pre-Selling

THE pre-selling campaign of "The Diary of Anne Frank," a George Stevens production, was launched on a smooth mirrored sea in the July issue of "McCall's." For on the cover of the issue appears Mollie Perkins, the girl who was selected from 10,000 candidates to play Anne Frank. Leonard Slater, West Coast editor of "McCall's," visited her on the 20th-Fox set, and reports the interview in the same issue. She is a retiring, modest girl, characteristics which should fit snugly into her part of Anne Frank.

Also in the July issue is a biography of Anne Frank written by Lies Coslar Pick, who went to kindergarten and school with Anne. They were inseparable friends until Anne's death.

•

"The Vikings," the rousing epic in which the brawling Norsemen battle the British on their own soil, is displayed pictorially with striking colors in the July 14 issue of "Life."

Kirk Douglas, Tony Curtis and Ernest Borgnine play the adventurous Norsemen while Janet Leigh as Princess Morgana is kept busy fighting for her honor. All the photos in the "Life" article were made in Norway where the battle scenes for the U.A. release were filmed. We commend Kirk Douglas who had the courage to produce this high budget film based on the adventurous Norsemen who discovered our continent many years before Columbus.

•

A striking ad on "South Pacific" appeared in the July 12 issue of "The Saturday Evening Post." This Rodgers & Hammerstein musical is now playing in 34 theatres. These houses are listed in the ad in addition to the 11 theatres which will open this Magna production during the next four weeks.

•

The actor who plays the Nazi soldier (lead) in U.I.'s "A Time To Love and A Time To Die," is profiled in the July 22 issue of "Look." He is John Gavin a 6 ft. 4 in. newcomer to the screen who does a convincing job in this new film based on Erich Maria Remarque's story of World War II. The action takes place in Berlin during the last few months of the war, when the city was being bombed by night and day.

•

"The Proud Rebel," the warm, offbeat adventure of the old west, received an upbeat review in the July issue of "Seventeen." Olivia De Havilland who has not been seen on the screen for some time, is starred. Samuel Goldwyn, Jr. produced this Buena Vista release, which features both Alan and David Ladd.

•

"Gigi," the Jay Lerner, Frederick Loewe musical which MGM calls its picture of the year, is advertised on the table of contents page of "Good Housekeeping's" July issue. Among the songs the ad features are "Thank Heaven For Little Girls" and "The Night They Invented Champagne."

•

The Crosby family is seldom out of print in the national magazine field. This time Kathy Crosby is the cover girl on "Redbook's" July issue. In the same issue Carl Schroeder has written an article on Kathy's romance with Bing and the first months of their marriage. Her next film for release is "The Seventh Voyage of Sinbad."

WALTER HAAS

Industry '58 Dividends Below the '57 Period

From THE DAILY Bureau

WASHINGTON, July 17. – Publicly reported cash dividends of motion picture companies in the first half of 1958 were almost 17 per cent below those for the like 1957 period, the Commerce Department here reported. It put dividend payments at $12,171,000 for the first half of this year, compared with $14,529,000 for the first half of 1957.

The poor 1958 showing was helped by a June drop from $4,193,000 last June to $3,712,000 this June. Commerce officials said most of the June drop was accounted for by Loew's failure to pay a dividend last month.

Fly Heading

(*Continued from page 1*)

night horror shows in several theatres and the normal advertising and exploitation campaigns were augmented with a special concentration on radio, featuring specially designed spot announcements of the "horror" and "shock" type.

Cited as typical opening day figures were Portland, Orpheum, $1,130; Seattle, Coliseum $1,943 (ahead of the "Peyton Place" Christmas Day opening); Los Angeles, Downtown $1,458 and Santa Monica, Criterion, $1,022.

The opening-day figure for a total of 38 houses in the Los Angeles area was reported as $33,898.

Films' Universal Value

(*Continued from page 1*)

to which its previous existence will seem as if it were standing still."

The two-week workshop will conclude tomorrow with a panel roundup of teachers summarizing the combined discussions. Lou Greenspan, executive secretary of the Motion Picture Industry Council, chairman and moderator of the daily sessions, will summarize for the industry on the closing panel.

VMPTA Directors

(*Continued from page 1*)

panies and thus exercise a measure of control.

The VMPTA board today also completed election of directors. Named directors at large were: John Broumas, J. K. Crockett, Dave Garvin, Jr., Ellison Loth, Paul Roth, Robert Johnson and T. I. Martin.

RKO Circuit

(*Continued from page 1*)

the telecast are now on sale at all four RKO theatres

Out-of-town the fight will be presented via facilities of the TelePromp-Ter Corporation at RKO Keith's, Washington, D. C.; RKO Albee, Cincinnati; RKO Palace, Columbus; RKO Keith's, Dayton; RKO Keith's Syracuse, and RKO's Golden Gate, San Francisco.

MIAMI, Fla., July 17. – The Carib and Miracle Theatres here and the Capitol and Park Theatres in Tampa have contracted to show the Patterson-Harris heavyweight fight from Los Angeles over closed circuit television. Ticket sales already are heavy in both cities.

$43,887 for 'Ten'

(*Continued from page 1*)

of additional special engagements of the DeMille production in the area since the 70-week premiere engagement at the Criterion Theatre on Broadway, which yielded a gross of $2,734,786.

The 17-theatre first-day gross came within 10 per cent of matching the $48,800 total opening day gross at the 21 New York metropolitan area theatres which were first to have special engagements here of "The Ten Commandments" last April.

Showing in All Boroughs

The 17 theatres currently playing the picture are: Apollo, Academy of Music and Lane, Manhattan; Kingsway, Ridgewood, Savoy and Loew's 46th St., Brooklyn; Loew's Boulevard and Grand, Bronx; the Astoria, Midway, RKO Columbia and Prospect, Queens; the Freeport Grove and Port Washington Beacon, Long Island, and Port Chester Embassy and Yonkers, in Westchester.

Decatur Won't Lift Ban On Sunday Performance

Special to THE DAILY

DECATUR, Ga., July 17.—The City Commission has refused to lift a local ordinance against Sunday movies to permit the Decatur Theatre to have special performances of "Around the World in 80 Days" on July 20 and 27. The request for removal of the ban was made by Storey Theatres, Inc., operators of the theatres.

Opposition to the theatre petition was presented to the commission by the Women's Missionary Union of the Decatur First Baptist Church.

Billings Record Set

Continental Distributing, Inc., had billings of $68,400 for the week ending July 12, setting a new record for the company, Irving Wormser, president, announced yesterday. He credited the figure to the exceptional grosses in key city engagements on "Blue Murder at St. Trinian's" and second-run openings of "Gervaise" in New York City.

TENT TALK

Variety Club News

LONDON—Variety Club of G Britain will donate £20,000 and form a special committee for the tablishment of a wing at Condo Hall, Shropshire, to house and t deaf, dumb and blind children. I the first venture of its kind in Euro it was pointed out by Sir T O'Brien, chief barker. Sir Tom M. J. Frankovich, past chief bar will leave shortly for Shropshire observe the beginning of constructi

△

CLEVELAND – Variety Club this city has set Aug. 4 as the d of its annual golf outing, to be h at the Lake Forest Country Cl Sam Weiss, Columbia Pictures bra manager, is chairman in charge of various events, which will be follow by an evening dinner and dancing.

△

DENVER – The first annual co bined roundup and golf tournam of the Rocky Mountain Screen Cl Denver, and Variety Club, Tent 38, Salt Lake City, will be held at Lakewood Country Club here on A 25. A special train will be used for trek.

△

ALBANY, N. Y.—A progress-to-d report was made at the monthly me ing of the Albany Variety Club h in its new quarters here. Samuel Rosenblatt, chief barker, announ that the next meeting will be held September.

Seven Arts, Paramoun Sign 2-Picture Deal

From THE DAILY Bureau

HOLLYWOOD, July 17. – Sev Arts Productions has finalized a tw picture deal with Paramount to p duce "The World of Suzie Wong" a "Between the Thunder and the Su

"The World of Suzie Wong," Richard Mason, will go before t cameras in Hong Kong in 1959.

The western drama, "Between t Thunder and the Sun," starring Sus Hayward, Jeff Chandler and Jacq Bergerac, goes before the came Monday on location at Lone Pin The picture will be produced by Cl ence Greene and directed by Russ Rouse.

Seven Arts will deliver to Unit Artists another picture in place "Between the Thunder and the Su as part of its overall 10-picture d with UA.

Grady Services Held

WEST MEDFORD, Mass., July 1 —Funeral services were held at Raphael's Church here today Bart E. Grady, 84, for many ye manager of the B. F. Keith Theat Boston. Grady started at that hou as a pianist in 1895 and beca orchestra leader in 1907. He manag the theatre until it discontinued o erations in 1928.

-B Campaign

(*Continued from page* 1)

ings said. They voiced confidence checks were en route from others had held back pending assurance articipation by the major circuits said they believe the new list ld be a further incentive to send hecks.

any exhibitors have been most ıful in their pledge payments, the hairmen said, citing several inces. Favorite Theatres of Spokane, h., has already paid the fourth of month installments. Third installt payments have been received to from Pastime Amusements of rleston, S.C.; Fenray Theatre of tins Ferry, Ohio; Manos Circuit reensburg, Pa.; Bolte Theatres of York City; Dane Theatre of Denk, S.C.; Delft Theatres of Butler, c., and Walter Reade Theatres of hurst, N. J.

he new "honor roll" covers theaand circuits in 18 states which listed below:

ABAMA

yric, Huntsville; Whitesburg e-In, Huntsville.

IFORNIA

ox West Coast Circuit, Los Ans; 5 Susan-Fairfield Theatres, San ıcisco.

LORADO

ox Intermountain Circuit, Denver.

NNECTICUT

randt's Colonial, Canaan.

ORGIA

eorgia Theatre Circuit, Atlanta; torey Theatres, Atlanta.

HO

urley, Burley.

NTUCKY

enwood Drive-In, Louisville.

UISIANA

aramount Gulf Circuit, New Orıs.

CHIGAN

ox, Detroit.

SSOURI

Dude Ranch, Maryville; Fox Midt Circuit, Kansas City; Tivoli, ryville.

NTANA

Circle, Circle; Park, Polson; Sunset ve-In, Miles City; WiliWow Drive-Polson.

W HAMPSHIRE

Memorial Hall, Wolfeboro; Pineland ll, Center Assipo.

W YORK

Century Circuit, New York; Roxy, w York.

HIO

Duncan, Killbuck; Fairmont, Shaker ights; Geauga, Chardon; Heath Drive-In, Newark, Hiram, Hiram; Mock, Girard; Valley Drive-In, Newark; Willman, Girard.

PENNSYLVANIA

Fox, Philadelphia.

VERMONT

Bennington Drive-In, Bennington.

WASHINGTON

Evergreen State Circuit, Seattle; Olympis, Olympic.

WISCONSIN

Fox Wisconsin Circuit, Milwaukee; Ritz, Wilwaukee.

REVIEW:

Spy in the Sky

Allied Artists

HOLLYWOOD, July 17

The box office strength of this film lies in the appeal of its title, which is a reference to Russia's "Sputnik." Cliches and too many anti-climactic situations place the picture in the program-filler class.

Filmed abroad, the story has its action focussed on an attempt by foreign spies, counter-spies, a United States intelligence officer and some unsavory dealers in information to obtain code clarification of the Sputnik's beep signals. Steve Brodie, the American intelligence agent, and George Coulouris, a foreign operator, vie in a race to reach a German scientist, who managed to escape the Iron Curtain with the information.

The scientist hangs himself after being kidnaped by an information salesman. The clue to the code, discovered by Brodie, is found recorded on a wire string of a guitar.

W. Lee Wilder produced and directed. Myles Wilder wrote the screenplay from a novel, "Counterspy Express," by A. S. Fleischman. Hugo de Groot's music favors the film's purpose of intrigue.

Running time, 74 minutes. General classification. Release, in August.

SAMUEL D. BERNS

Macchia Elected

(*Continued from page* 1)

tion in order to devote more time to other legal duties. He will continue as assistant secretary.

Macchia started his law career in the office of Davis, Polk, Wardwell, Sunderland and Kiendl, which represented Loew's in Federal anti-trust litigation for a number of years. He served as law secretary to N. Y. Supreme Court Judges J. Edward Lumbard, Jr., and Eugene L. Brisach, and to N. Y. County Surrogate George Frankenthaler. In 1957 he was Republican candidate for Supreme Court judge in the first judicial district.

Plan Wometco Jubilee

MIAMI, July 17.—Preparations are being completed by Wometco Theatres, with headquarters here, for an Anniversary Jubilee in August and September, marking 33 years of operation by the circuit in this area.

Television Today

ABC-TV Acquires 170 1st-Run Harvey Shorts

The ABC Television Network has acquired 170 Harvey cartoons, produced by Paramount Pictures, for first run on television, through a multimillion dollar long-term contract, it was announced by Thomas W. Moore, vice-president in charge of programming for ABC-TV, and Alfred Harvey, president of Harvey Films, Inc.

The Harvey cartoons will probably be presented on ABC Television on Tuesdays and Thursdays from 5 to 5:30 P.M. as part of the "fun at five" action strip which this past season became one of the top-rated daytime television program offerings. All produced since 1950, the cartoons are fully-animated and produced in color.

Radio Music Committee Elects New Officers

Four top officers and an executive committee were elected by the All-Industry Radio Music License Committee at its first meeting here at the Waldorf Astoria on Wednesday. In addition the 17-man organization, representing radio stations from coast to coast, voted to pursue negotiations with the various music licensing organizations in its drive for industry support.

Officers elected were as follows: chairman, Robert T. Mason; vice-chairman, George W. Armstrong; treasurer, Elliott M. Sanger; secretary, Sherwood J. Tarlow. The executive committee will consist of these four and the following: Richard D. Buckley, Robert D. Enoch and Herbert E. Evans.

Stark Outlines Plan

(*Continued from page* I)

of a Title I slum clearance project which would permit public acquisition of land and subsequent resale to a private developer.

"The television industry is too important to be ignored, abandoned or overlooked," Stark said. "We must give new life and new encouragement to the broadcasting industry which spends over $300,000,000 a year in this city and provides employment opportunities for tens of thousands of New Yorkers. We must provide the television industry with enough space for normal expansion, color television, educational TV, vast spectaculars and commercial displays."

The council president envisioned a "city within a city" which would offer new hope for broadcasting, filming, recording, set construction, make-up and costume design. Assembled in Television City, he predicted, would be the finest actors, writers, producers, directors and artists from all over the world, "whose presence would contribute immeasurably to New York's cultural life."

Stark deplored the "senseless diffusion" of television activities which causes the broadcasting companies to use fifty different studios which are scattered all over town. By centralizing activities under one roof, the networks would reduce the cost of transporting sets, props and equipment, eliminate delays and improve the administration of all phases of broadcasting, he pointed out.

Included in the proposed television center would be ample facilities for studios, offices, garages and storage with separate facilities for each network.

CEA Approves

(*Continued from page* 1)

CEA group found 52 members in favor and only two asking a postponement.

The TV plan, under which the film industry will buy the rights to particular pictures, involves the payment by exhibitors from Aug. 31, 1958, of a one farthing levy on all paid admissions other than children's matinees or charity performances or where a theatre's weekly net takings are less than £200 ($560).

The two CEA members who asked for postponement of approval of the plan today did so because of the recent announcement by ABC Television, Ltd., that it had had "second thoughts" on its decision not to purchase or show on its network any more feature films. ABC-TV, which is a subsidiary of the Associated British Picture Corp., said it feels the decision placed it at "a considerable disadvantage in relation to other television contractors unconnected with the film industry."

Sees No 'Stumbling Block'

The CEA council today expressed disappointment at the ABC-TV reversal but said this would not be a "stumbling block" in bringing the industry scheme into operation. The council pointed out that major British circuits are solidly behind the plan.

The trade groups have agreed for their members to incorporate a clause in all renting contracts ensuring the levy payments either to the FIDO, which will administer the plan, or to the distributor concerned. Net takings are defined as gross box office takings less entertainment tax and British Film Fund Agency levy and payments to charities under the Sunday Closing Act.

Boycott Planned as Penalty

Under the plan a producer desiring to sell a picture to television must first offer the rights to FIDO. If he fails to do so, his pictures will be boycotted by all exhibitor members of the CEA. If any exhibitor fails to observe the boycott, members of the KRS agree not to service that exhibitor with film.

Best Coupon Deal

IN ALL THEATREDOM

Sign and Send This PLEDGE-COUPON Today

CUT OUT ALONG DOTTED LINES

Here's My Pledge, Mr. Fabian and Mr. Depinet

WE'LL DO THE COMBINED JOB

Will Rogers Memorial Hospital
National Office
1501 Broadway, New York 36, N. Y.

GLAD TO HELP! You may depend on the co-operation of my theatre(s) in the Combined Campaign. We'll show the trailer and take up Audience Collections during the week beginning Monday, August 18-23. We will also start our Employee Christmas Salute at that time.

EXCHANGE AREA

CIRCUIT

SPECIAL DATE?

THEATRE..

STREET..STATE..........................

CITY..

(please print or type all information)

....
Manager's Name

All you do is

TAKE UP THE WILL ROGERS

AUDIENCE COLLECTION

WEEK OF AUGUST 18TH

You Benefit–
Your Employees Benefit–
and All Mankind Benefits–

WILL ROGERS MEMORIAL HOSPITAL AND RESEARCH LABORATORIES

Saranac Lake, N.Y.

SPONSORED AND OPERATED BY THE MOTION PICTURE INDUSTRY FOR THE ENTIRE AMUSEMENT WORLD

All
he News
That
s News

MOTION PICTURE DAILY

Concise
and
to the
Point

84, NO. 14 NEW YORK, U.S.A., MONDAY, JULY 21, 1958 TEN CENTS

ıate Criticism

ıstice Hit n Attitude) Anti-Trust

re 'Excessive' Use Consent Judgments

By J. A. OTTEN

ASHINGTON, July 20. — The te Small Business Committee ıly criticized the Justic Depart- and Federal courts for lack of ıathy with persons who bring pri- anti-trust suits.

report by the committee said pri- anti-trust suits were a valuable ıon for small businesses to use to ect themselves against unfair ıetition and monopolistic prac- of larger competitors. But, it

(*Continued on page 2*)

wai' Wins Award French Film Poll

ılumbia's "The Bridge on the r Kwai" was selected as the "best gn film" of the year by theatre ers in France, voting through the e magazine, "Le Film Francais," filmgoers, voting through the azine "Cinemonde" and the news- r "Le Figaro." Results of the , which are combined and the

(*Continued on page 7*)

rge Gift to Bromhead emorial Wing Given

From THE DAILY Bureau

ONDON, July 16 (By Air Mail). munificent gift of £10,000 in aid ıe Reginald C. Bromhead Memo- Wing was revealed by Lord Rank, ident of the Cinematograph Trade

(*Continued on page 3*)

TRADEWISE
on page 2
Television Today
on page 7

Fox to Mark Three Anniversaries In Sales Drive to Start Aug. 1

20th Century-Fox is mobilizing its sales organization to mark three milestones in its progress in a triple-anniversary celebration to start Aug. 1 and run through the month of October, Alex Harrison, general sales manager, announced at the weekend.

The triple events to be celebrated include the 55th anniversary of the industry's release of its first feature-length outdoor motion picture; the fifth anniversary of CinemaScope, and the 30th anniversary of Movietone-sound-on-film.

Harrison pointed out that it was in 1903 that the old Edison company

(*Continued on page 3*)

Sam Schneider Starts Own Film, TV Office

Samuel Schneider, who last year resigned his posts as vice-president and member of the board of Warner Bros. after many years with the company, announced on Friday that he has opened offices at 640 Fifth Avenue here to engage in motion picture and television enterprises as well as other business ventures.

Sam Schneider

Schneider told Motion Picture Daily his primary interests will be in the field of independent production for theatrical and television distribution, and in the areas of financing and domestic and foreign distribution, with which he has been intimately concerned over the years.

Associated with him in his new headquarters is Shirl Frankel, his secretary for many years at Warners.

Fox Seeking Girl With 'Certain Smile'

20th Century - Fox today launches a contest to find a young girl with "A Certain Smile" as part of the promotion for its new picture of that name. The campaign will begin on the television program, Dick Clark's

(*Continued on page 3*)

23 Loew's Theatres To Show Bout-via-TV

Nine New York houses of the Loew's Theatres circuit, and 14 of its theatres out of town, have contracted with Teleprompter Corp. to present the forthcoming Patterson-

(*Continued on page 3*)

No 'Mass Dismissals' Are Planned In Japan by U. S. Firms: MPEA

U.S. motion picture companies have not made any staff dismissals in their branches in Japan "except those customary in the normal course of business and do not contemplate any reduction of staffs in the near future," the Motion Picture Export Association said in a special statement issued at the weekend. The MPEA made the statement in reply to a letter from a group of Japanese journalists and film critics protesting alleged plans of American companies to carry out a "mass dismissal" of employees in Nippon.

The Japanese letter, which was published in part in Motion Picture Daily last Friday, said that the companies would be following the example of Warner Bros., which it claimed had let employees go "with insufficient notice and under other unfair conditions."

In its statement at the weekend the MPEA said the Japanese letter "is so far from the actual facts that we can only believe the signers have been grievously misinformed." Only two companies, Warners and RKO, have recently made dismissals in Japan, MPEA, declared, and no other U.S. company has made staff reductions or has any present plans to do so.

The MPEA pointed out that RKO

(*Continued on page 3*)

$100,000 In

B-B Program Confronted By New Deadline

Must Set Radio Time By Aug. 1 for Sept. Start

The industry's business-building campaign continues to be plagued by difficulties, most of them financial, as a new deadline for getting it under way approaches.

With present plans calling for the start of the radio campaign Sept. 1, Aug. 1 looms as the latest date by which the most advantageous time on the radio networks should be purchased.

However, even though exhibitors' cash contributions to the b-b program passed the $100,000 mark over the

(*Continued on page 3*)

Calls Films Best for Mass Communication

From THE DAILY Bureau

HOLLYWOOD, July 20. — "No medium of mass communication can surpass motion pictures' ability to introduce the culture and customs of one country to another," Lou Greenspan, Motion Picture Industry Council executive secretary, pointed out in summary for the motion picture panel at the concluding session of the second annual motion picture industry workshop at Fairfax High School.

"American motion pictures are

(*Continued on page 7*)

City to Cite Brandt on ITOA 25th Anniversary

Independent Theatre Owners Association of New York will observe the 25th anniversary of its founding with appropriate activities this week.

On Wednesday, Harry Brandt, founder and continuous president of I.T.O.A. since its inception in 1933, will be given a citation by the City of New York. The presentation will be made by Mayor Robert F. Wagner at City Hall, citing Brandt's industry and civic services as I.T.O.A. head.

PERSONAL MENTION

LEOPOLD FRIEDMAN, president of Loew's Theatres, has returned to New York from California.

•

FRED GOLDBERG, executive assistant to ROGER H. LEWIS, United Artists national director of advertising-publicity, will leave New York today for Chicago.

•

ROBERT L. LIPPERT, president of Lippert Theatres, arrived in New York on Friday from the Coast.

•

MARTIN BURNETT, Loew's Theatres Central and Southern division manager, has left Columbus, O., for Atlanta, where he will make his headquarters.

•

MRS. FRANKLIN O. PEASE has given birth to a daughter at St. Luke's Hospital, Philadelphia. Father is the manager of the New Broadway Theatre in the Quaker City.

•

IRVING SOCHIN, general sales manager for Rank Film Distributors of America, returned to New York on Friday from Washington.

•

AL HEDISON—"The Fly"—arrived in New York on Friday from Hollywood.

Dual Bow Slated Here For 'La Parisienne'

"La Parisienne," starring Brigitte Bardot, will have its local premiere at two theatres, the Victoria and Plaza, on July 30.

An English-language version of the United Artists release will play at the Victoria, while a French version is set for the Plaza.

Johnson Speaks

WASHINGTON, July 20. – Eric Johnston, president of the Motion Picture Association of America, made a statement to the Senate Committee on Appropriations on the Mutual Security Appropriations Bill at its hearings on Friday morning. Johnston spoke in his capacity as chairman of the Committee for International Economic Growth, a private organization.

Kramer Signs Peck

HOLLYWOOD, July 20. – Stanley Kramer has announced the signing of Gregory Peck to star in his production of Nevil Shute's novel, "On the Beach" for United Artists release. Kramer will also direct the film, which will begin production in Australia in January.

TRADEWISE

By ONLOOKER

THE disappearance of crowds from mid-Manhattan thoroughfares, particularly the Times Square area, on summer weekends is giving rise to some concern among a number of exhibitors in the area. When Broadway and Seventh Avenue pedestrian traffic thins out on Saturday-Sunday to give Times Square the appearance of Bridgeport's main stem after the stores have closed, showmen know everybody's not in a warm room somewhere watching television. They know most of the natives are at the beach, on the road, the golf course, sailing waters, etc., but in the past their places have been taken in the amusement area by out-of-town visitors. Are the latter, too, beginning to leave Manhattan on the weekends for greener pastures? . . . A look at the streets on weekends would seem to provide an affirmative answer. But a look at showmen's books refutes it. If your theatre has a strong attraction, it still does the summer weekend business expected of it, and that's substantial. The strong attractions draw those who remain in town for the weekend, plus the visiting element. But if the screen attraction is not a strong one, the reverse is true in Times Square, as everywhere else. . . . The old drop-in trade may be out of town for the weekend but still another reason for half-empty streets could be the fact that the rest of the missing have gone into a theatre. Whatever the answer, it's a changed weekend street scene and has quite a few showmen pondering its meaning.

COMPO special counsel Robert Coyne's untiring efforts on the legislative front these past several months should reach their critical stage this week. Coyne, who has been spending most of his time in Washington, returns there tonight after a weekend in Maine where he was called by illness in his family. . . . Sen. Kerr of Oklahoma has said he will offer an amendment to raise the Federal ticket tax exemption from the present 90 cents to $1.50 when an internal revenue administration bill reaches his Senate finance committee this week. The reasoning is that a modest tax reduction move will not encourage other industries to press for huge tax reductions which either would kill the bill in Congress or invite a veto if passed. . . . If the amendment fails, several other opportunities to get admission tax relief will follow, before Congress adjourns.

JERROLD Electronics will demonstrate its new subscription television meter at its Philadelphia headquarters tomorrow. . . . Whatever became of subliminal perception for the screen? . . . A prominent national circuit executive insists that healthy gross figures reported for top attractions in a wide variety of theatres and locations are meaningless. Attendance, he insists still is down. The grosses are inflated by higher admission prices, says he.

THE EXCHANGE of stock of Cinerama Productions for Cinerama, Inc., on a share for share basis is reported to be getting a good reception. The offer apparently had the result of drawing market attention to Cinerama, Inc., which has advanced more than a half point since it was first made to a Friday closing of 2¼. Cinerama Prods., which had a fractional quotation advantage over Inc. at the time of the offer, has remained virtually stationary since at 2 bid, 2⅜ asked.

THE NEW midtown theatre enthusiasm for providing free automobile parking for patrons is beginning to cool off in some areas since theatre owners discovered the law of diminishing returns applies to it, too. When the parking convenience becomes too popular. and it can, the theatre finds itself diverting a substantial amount of its box office cash to the parking lot operators.

Justice Is H

(*Continued from page* 1)

declared, the Department has
excessive use of consent judg
and interposed other barriers to
vate suits, while the courts have
a generally tough view of such ac

The committee hailed as a no
exception Justice's decision to
friend-of-the-court brief with
Supreme Court in behalf of E
Lion film studios in its suit ag
Loew's and RKO. Justice is agr
with Eagle-Lion that the lower c
took too narrow a view of the e
to which a private anti-trust pla
can make use of a decree en
earlier in a government anti-trus
tion. The committee said the
raised broad questions which sh
be settled in favor of the pr
plaintiffs.

Decries Increase in Use

In criticizing the growing us
consent judgments, the comm
noted that private plaintiffs can n
use of judgments won by the gov
ment in litigated cases but ca
draw on negotiated consent j
ments. "The affinity of the Justice
partment for consent judgments,"
committee said, "is all the more
cult to fathom in view of the dep
ment's knowledge that defendants
these facile compromises largely
frustrate private enforcement attac

The committee recommended
Department reconsider its policy
make less use of consent judgme
It also suggested that the Ameri
Bar Association or some other pri
group study ways to reduce the
of private anti-trust suits; the law
amended to give anti-trust plaint
who win injunctive suits the right
recover attorney's fees and act
costs; the Federal income tax on tre
damage awards be spread over a
riod of years instead of concentrated
one year; all proposed consent ju
ments be made public 30 days bef
becoming final in order to give
terested parties a chance to file
jections; and Justice be required
make public the evidence on wh
it originally brought any trust s
settled through consent decrees.

Two Join TOA

Two new memberships in Thea
Owners of America were announc
here at the weekend. They are: N
man Silverman for his F. & K. Thea
Corp. of Philadelphia, and H.
Rhodes of Atlanta for his Vict
Drive-In Theatre of Columbus, Ga.

'Acre' Has Bow Here

United Artists' "God's Little Ac
had its local premiere at Loe
Metropolitan in Brooklyn yesterd
On the same bill is "Man on t
Prowl," also a UA release.

MOTION PICTURE DAILY. Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Floyd E. Sto
Photo Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager. TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Vinc
Canby, Eastern Editors. Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; Telephone HOllywood 7-2145; Washington, J. A. Otten, National Press Club, Wa
ington, D. C.; London Bureau, 4, Bear St. Leicester Square, W. 2, Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in
principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefel
Center, New York 20, Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-Pre
dent and Treasurer; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 times a ye
as a section of Motion Picture Herald; Television Today, published daily as a part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fame. Entered as seco
class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign. Single copies,

on't Mix Mediums, Aitzi Gaynor Warns

Special to THE DAILY

OLLYWOOD, July 20. – Mitzi
nor, star of the Buddy Adler pro-
ion of Rogers and Hammerstein's
th Pacific," does not include tele-
n in her future plans. "I have
ing against TV as an entertain-
t medium," she declared, "but
who make their living from mo-
pictures should not compete with
nselves. I believe a star reduces
box office potential by submitting
ne 'free' medium."

Iiss Gaynor, just back from
th Pacific" openings in London,
ohester and Brussels, said she
d the public abroad enthusiastic
interested in American stars. Her
she said, was successful as a
notion for the film and revealing
hat it showed her her own mar-
e value in the world market.

Mass Dismissals

(Continued from page 1)

ntly reduced its staff by something
than one-fifth, giving advance
ce and separation payments equal
and beyond "the requirements of
anese law and custom."

n respect to Warners, MPEA said,
nissed employees "received at least
weeks advance notice and their
arations in all respects were carried
strictly in accordance with Jap-
se laws and regulations." Warners
reported to have let go less than
-eight of the total employees. This
necessitated by a reduction of
k resulting from current print lim-
ions imposed by the Japanese Gov-
ment, according to MPEA.

3 Loew's Theatres

(Continued from page 1)

rris world's heavyweight champion-
match via closed-circuit, large-
atre-screen television. These thea-
represent a total capacity of
re than 70,000. Prices are from
30 to $5, other than on Broadway.

Theatres in the metropolitan New
k area are: Loew's State, Sheridan,
l Victoria in Manhattan; National,
the Bronx; Valencia in Queens;
ental and Brevoort in Brooklyn;
Vernon, Westchester; and Loew's
" Drive-In, in New Jersey.

Out of town theatres are: Loew's
Akron; Loew's Grand in Atlanta;
te and Orpheum in Boston; Shea's
falo, Buffalo; State, Cleveland;
ew's Twin Drive-In, Oaklawn, Ill.;
ew's Poli, New Haven; State, New
eans; Loew's in Rochester; State
St. Louis; Yonge St and Uptown
atres in Toronto; and Loew's Capi-
theatre in Washington, D. C.

ueen to Attend Film

LONDON, July 16.–(By Air Mail).
r Majesty the Queen will attend
British premiere of Columbia's
lliam Goetz production, "Me and
Colonel," starring Danny Kaye,
Oct. 27, at the Odeon, Leicester
uare. Entire proceeds wll aid the
tish Empire Cancer Campaign.

B-B Faces New Deadline

(Continued from page 1)

weekend and there is approximately another $80,000 in what are regarded as valid pledges, the minimum amount of cash needed to get the $300,000 budgeted radio campaign under way is not yet on hand. There is also the possibility that more than the $300,000 minimum will be needed for the radio campaign.

Exhibitors recently took the position that at this time they would limit their contributions to one-third of the original commitment, which was one-half of one per cent of their 1957 film rentals. Most of those who have contributed since pledge forms were sent out early last April remitted one-sixth of the basic amount initially. This was the case, at least, with most of the national circuits which availed themselves of the optional plan of paying their pledges in six equal monthly installments.

Majority Paid Last Month

Most of them made their first payment last month and now are remitting the second one-sixth payment. This is designed to get the radio campaign under way on Sept. 1. Whether or not they will contribute further to make possible the newspaper advertising campaign following the radio, apparently depends on future developments.

Distributors, who agreed to match exhibitor contributions to what originally was a $2,300,000 b-b campaign, may balk at the possibility of the newspaper phase of it being delayed, either temporarily or permanently. The newspaper campaign was budgeted at $950,000 and had been made a part of the b-b program at the insistence of exhibitor leaders.

Many Oppose Partial Program

However, some distributors now feel that a partial b-b program will be unable to accomplish anything worthwhile, would be an unfair effort by which to judge business-building efforts, and could well discourage any future program of the kind, regardless of how badly needed at the time. For these reasons, and also the feeling in some quarters that a number of the contributions from independent exhibitors were made for a complete and not a partial b-b program, serious objections from these quarters to limiting the effort to a radio campaign may arise.

Indications are that a second emergency meeting of the executive committee for the campaign may have to be called by co-chairmen Abe Montague and Ernest Stellings in the next few days to clarify the entire situation.

Only $200,000 in Sight

Distributors are willing to match the exhibitors' cash contributions, but exhibitor pledges will not be matched by distributor cash, it appears definite. Thus, at the moment, only $200,000 in cash is in sight from combined exhibitor-distributor contributions.

Against that, campaign sources now feel that an additional $50,000 to $75,000 cash may be needed to do the radio campaign inasmuch as its original $300,000 budget was figured on the basis of its being a part of, not the complete campaign. If the b-b program is concluded after the radio campaign, they point out, the production, administrative and other expenses accrued, which were to have been provided for separately in the original $2,300,000 budget, now must be provided out of whatever cash is on hand when the radio campaign is undertaken.

Next Two Weeks Vital

Meanwhile, the immediate task now seems to be to get in another $75,000 to $100,000 in exhibitor cash contributions in the next two weeks if even the radio campaign is to be started Sept. 1. It already has been postponed once from the originally planned July 1 date. In addition, there was to have been a public relations program, budgeted at $250,000. Last spring's Academy Award telecast, for which distributors footed the $650,000 bill, was a part of the b-b program. Distributors subsequently waived their claim to the $325,000 exhibitor share of the cost until all other phases of the campaign had been taken care of.

Fox to Mark

(Continued from page 1)

brought the Western feature motion picture to the screens with "The Great Train Robbery." 20th-Fox will recognize that by conducting a "55th Western Films Jubilee," to run for three months, he said.

Four outdoor films will be included in this jubilee, beginning with Plato Skouras' "Sierra Baron." The others are "The Fiend Who Walked the West," "Villa!" and "These Thousand Hills."

The anniversary of CinemaScope will be observed in September with the release of "A Certain Smile," and the 30th anniversary of Movietone-sound-on-film will be celebrated in October.

Fox Seeks Girl

(Continued from page 1)

"American Bandstand," via the ABC Network.

Clark will give details of the contest on his program three times weekly for more than two months. The program goes into 3,000,000 homes daily, according to ABC-TV, and reaches an audience of 7,000,000 each day over 93 stations in the U.S. and Canada.

First prize for the young girl, who, in the opinion of the judges has "that certain, undefinable something in her smile," will be a weekend trip to Hollywood for two, with all expenses paid, and a visit to the 20th-Fox studios. The contest runs from today until Sept. 15, with winners to be announced on Oct. 1.

PEOPLE

Frank Barry, formerly office manager for Republic Pictures in New Orleans, has moved to the Columbia Pictures exchange there in the same capacity. He succeeds **Jeff Kinerd**, who has been promoted to salesman, the post vacated by **Curtis Matherne**, who resigned. **Dave Rizzuto**, who was head booker for Republic, now closed, has joined the booking department at the 20th Century-Fox exchange.

☐

Everett C. Callow assistant to **Frank Damis**, Stanley Warner vice-president and zone manager in Philadelphia and Washington, was incorrectly reported in this column to have been named advertising and publicity director.

☐

Edward Jarratt, who recently terminated many years of service with British Lion Films, London, to set up his own publicity organization there, has been named publicity director for Warwick Films.

☐

Frank A. Seaver, most recently president of Seaver-Leftwich, Inc., producers of public relations films and TV commercials, has joined the Great Lakes sales division of Wilding Picture Productions, Inc., as account executive in Detroit.

☐

Sydney Safir, who has been Dublin branch manager for British Lion Films, has been appointed deputy managing director of Lion International Films in charge of selling throughout the Continent.

Gift to Bromhead

(Continued from page 1)

Benevolent Fund, at the opening ceremony at Glebelands.

The gift was from the estate of the late Emil Wertheimer, who left his entire fortune for distribution among British charities. It was a result of a meeting between Lord Rank and the trustees of the estate, arranged by Sam Eckman, Jr. The memorial wing was opened by the Lord Mayor of London, Sir Denis Truscott, in the presence of several hundred members of the industry.

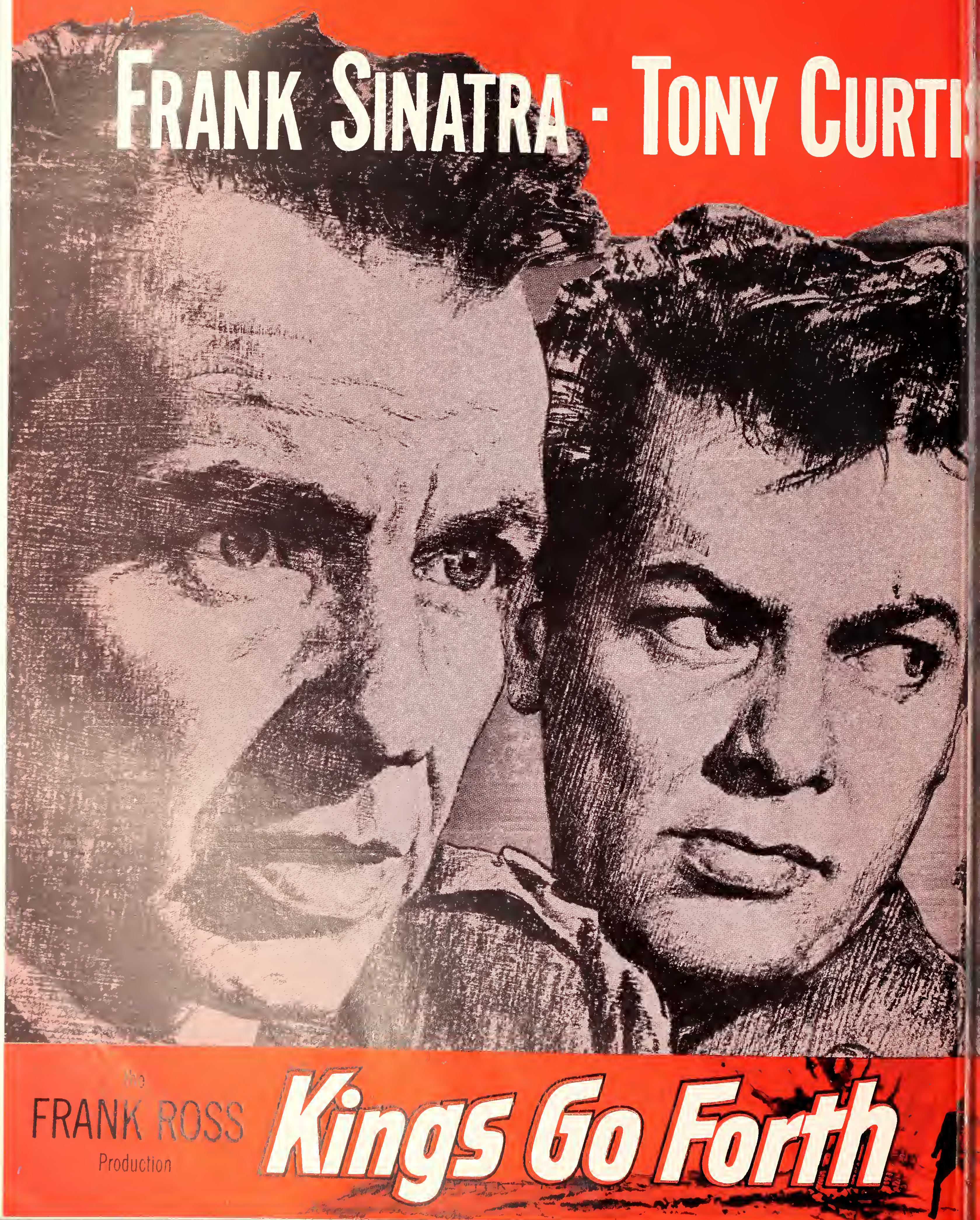
Theatre Relights After Closed for Seven Years

Special to THE DAILY

ALBANY, N. Y., July 20. – Filmrow was cheered by the relighting of Town Hall Theatre in Cazenovia, Madison County, after it had been shuttered for seven years. Nicholas A. Googin reopened the theatre, the only one in that village.

THE MOST CHALLENGI

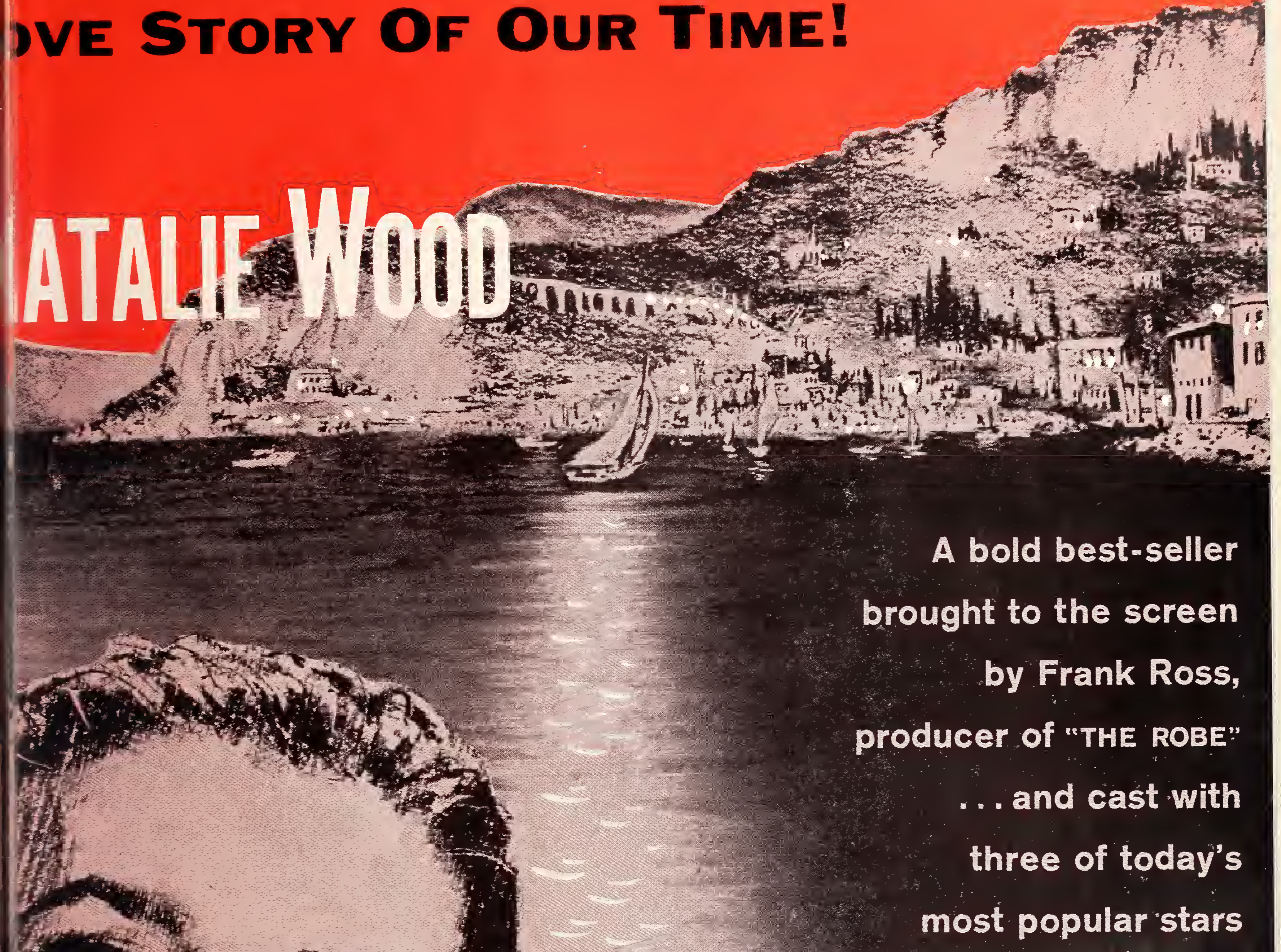
FRANK SINATRA - TONY CURTI



The
FRANK ROSS
Production

Kings Go Forth

OVE STORY OF OUR TIME!



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the novel "Kings Go Forth" by JOE DAVID BROWN · Music by ELMER BERNSTEIN · A ROSS-ETON Production

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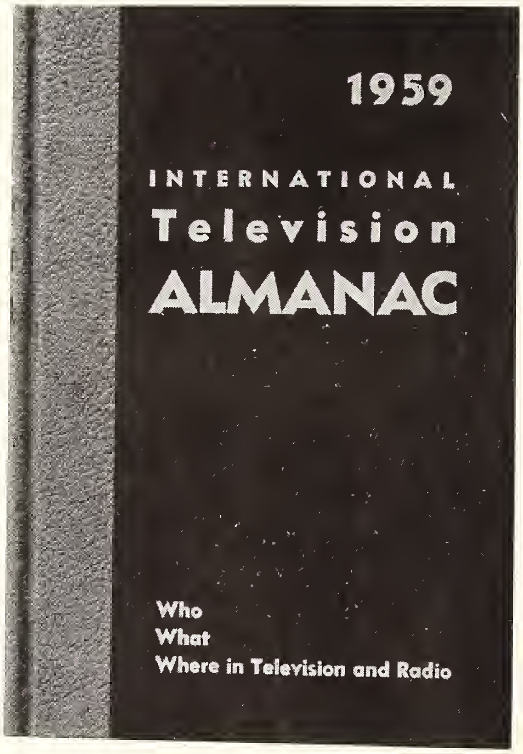
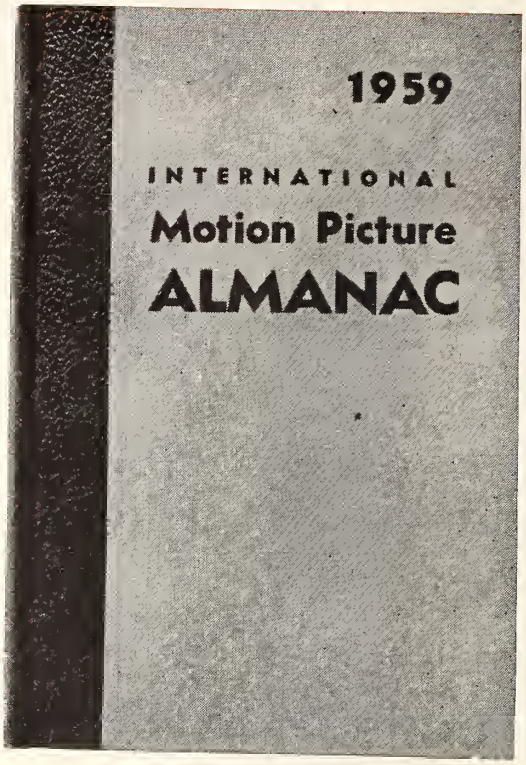


FACTS of the Motion Picture and Television Industries — of their structure and performance, of companies and organizations, of products and services — and of people, for both volumes contain biographical sections for these inter-related industries. To make sure of your copy or set you are advised to send in your order early . . . every edition is sold out soon after publication.



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Date__________
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Television Today

IN OUR VIEW

A COUPLE of weeks back, we used as our "text for the day" some rather pertinent remarks made before a Rotary Club group by Richard S. Salant, an articulate CBS vice-president. The talk was so well stocked with meat that we barely took a good bite or two. Now we're back for another helping, and are only too glad to share it.

Mr. Salant points out that any single station owned and operated by a network, in this instance CBS, feeds back to the network views and evidence of what America is thinking, how it reacts, something of its tastes. It has, in a word, the enormous value of preventing the network from becoming too totally New York, or Hollywood. However, the vast majority of the affiliated stations which make up a network are independently owned and operated, and there comes a need for a working mechanism to permit the network, as such, to function profitably and in the best interests of all.

•

The basic commodity which a station has to sell is time, the basic product is programs, says Mr. Salant, who cites thereupon the quite elementary fact that the function of the network is to provide a convenient means by which a station can sell time to a national advertiser, and to offer a reliable source of programs which the independent station obviously could not put on by itself. These facts, indeed, are elementary, yet it is necessary to see to it that they are constantly reiterated in a periodic defense of network practices and policies, against the warring attacks of the do-gooders, the legislative probers and the infinite number of folks to whom a little knowledge (or misinformation) is indeed a dangerous thing.

This observer has made the point time and again that the "bigness" which is characteristic of television's network pattern, and of many another business in this great land, is in very large measure the basic reason why this country is "great." It is the "bigness" which permits the research, the development, the costly trial and error of which the end result is progress in our modern civilization. And it may well be emphasized that this is also a *competitive* "bigness," which means yet greater progress.

The network, then, serves a splendidly variegated purpose in the scheme of American television communication. Example: CBS Television pays about $14,000,000 a year to the A.T.&T. for the use of interconnecting facilities. There are numerous other risks, hazards and cost items, of greater or less degree which the network must bear (but not pass on to the affiliated station) in the course of maintaining the network as such. And there is very little which can be done even to minimize, let alone eliminate most of those burdens.

•

Mr. Salant cites the immense competition among all media for the national advertising dollar, "only about 10 per cent of which goes to network television," hence, he says, there is a "high degree of economic vulnerability" in network operation. So it was obviously essential that some machinery of economic cooperation had to be devised to function between the network as such and the affiliated stations. Option time is typical of that machinery.

The important point is that in one fashion or another the television industry must get its justified story across to those in positions of influence. They must be made to see it. That is a vital and continuing task for all.

—*Charles S. Aaronson*

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TPA Acquires 'Witch's Tale' for Television

TV rights to "The Witch's Tale," for many years the number one supernatural series in radio, have been acquired by Television Programs of America, Inc. A pilot film will be made shortly, it was announced at the weekend by Leon Fromkess, TPA vice-president in charge of production.

Alonzo Deen Cole, who created "The Witch's Tale," will serve as consultant and story supervisor on the series. He is now completing the first script to be filmed. Raymond Levy, former vice-president for Quigley Publishing Co., who negotiated the deal, will be associate story editor.

Scott Joins WNTA-TV

Edmund Scott has joined the executive staff of WNTA-TV (Channel 13) in New York as manager of press relations. He also will handle press information for radio stations WNTA-AM and FM. All three stations are owned and operated by National Telefilm Associates.

Name Brenon, Morgan

HOLLYWOOD, July 20. – Brenon and Morgan Associates have been appointed New York public relations representatives of KTTV, Los Angeles.

REVIEW:

I Bury the Living

Maxim Productions—U.A.

An interesting, if sometimes confusing, entry in the science fiction and horror picture lists, this Maxim production starring Richard Boone, partakes of a little of both categories, winding up with what seems to be a natural explanation for the weird goings-on.

The setting is a cemetery of which Boone, as a sort of family tradition, is chairman. Taking his turn as active head of the enterprise, he is fascinated by an elaborate map of the place showing each plot, complete with white pins for the unoccupied graves and black ones for those in use. Inadvertently he puts some black pins where white ones should be and is horrified to find that his error is followed almost immediately by the death of the plot owner concerned.

Suspecting himself of unknown powers he wants to quit the job but his family and fiancee persuade him to stay. There are more fatal mistakes but just when he is on the verge of madness, suspicion, finally confirmed in a chilling all night scene in the cemetery office, falls on the aged and eccentric caretaker whom Boone has tried to discharge.

Smartly acted by a supporting cast including Theodore Bikel, Peggy Maurer, Herb Anderson and Howard Smith, the film has considerable exploitation value. Albert Band and Louis Garfinkle divide the producer credits. Band also directed from a script by Garfinkle.

Running time, 76 minutes. General classification. July release.

J. D. IVERS

Rank Holds European Meet on 'Remember'

From THE DAILY Bureau

LONDON, July 16 (By Air Mail). —To make plans to attract maximum attention in overseas markets for its "A Night to Remember," the story of the "Titanic," the Rank Organisation has held its first European convention in London for two years.

Harry Norris, joint managing director of Rank Overseas Film Distributors, convened the conference and said that it was specially called to coordinate overseas publicity and sales planning on the film. Present were the managing directors, publicity directors and sales managers of eight European countries.

Films Called Best

(*Continued from page 1*)

based fundamentally on entertainment, not propaganda," Greenspan told 100 high school educators attending the seminar.

The teachers in their summary stated that "motion pictures deserve same thoughtful approach as do other art forms. As a result of this workshop a greater appreciation of film making and its problems has been achieved."

'Kwai' Wins

(*Continued from page 1*)

winners presented with the Victories du Cinema Francais (equivalent of the American "Oscar") were released here at the weekend by the French Film Office.

The announcement said that for the first time in the history of the French awards there was complete unanimity between the various categories of voters.

'Gates of Paris' Honored

Chosen as best French film of the year was Rene Clair's "Porte des Lilas," which is currently being distributed here as "Gates of Paris." For the second year in a row Danielle Darrieux was named best French actress and Pierre Brasseur was singled out as best French actor. Giulietta Masina of Italy was named best foreign actress and Alec Guinness took first place among foreign actors.

'Key' $4,100 in L. I.

Columbia's "The Key" rolled up a two-day gross of $4,100 at the Huntington Theatre, Huntington, L. I., the company reported Friday. The figure exceeded by 30 per cent the business done at the house by "The Eddy Duchin Story," one of Columbia's all-time top grossers, the company said.

THE NEW YORK TIMES Said:

"No account of the Cincinnati Summer Opera season is complete without mention of the publicity department, which has accomplished something unique in the way of advertising. Publicity Director Harry K. McWilliams, who is a theatrical and motion-picture publicity man, had the idea several years ago that whole masses of people hitherto apathetic to opera would enjoy it if once they could be persuaded into the theatre. Consequently he embarked on a novel and experimental publicity campaign in which Mr. McWilliams employed all the glitter and glamour of motion-picture advertising technique. . . . It is surely more than coincidence, says Mr. Hild (gen. mgr. at time of story) that in the first year of its use attendance was more than doubled."

NOTE: Attendance more than doubled!

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JUST A LITTLE RAG DOLL

Some minutes after all the passengers had left, the pilot snapped his logbook shut and started down the empty aisle of his big Mainliner.

Empty? Not quite. In one of the seats, forgotten, lay a little rag doll.

He reached down and picked it up. It had the floppy, well-squeezed look dolls get when they're really loved. Any father who has helped a curly-head snuggle into bed with a favorite doll would know that here was a real tragedy. So the pilot went to work to find its small owner.

United's vast communications system, which speeds weather data, flight and reservations information coast to coast, can also trace a heartbroken little girl. With the help of willing United people thousands of miles apart, she was found. And a grateful mother wrote: "She has other dolls much newer and prettier. But this little rag doll is the only one close to her heart. I cannot tell you how much your returning it means to her, and to us."

No company rules told that pilot, and all of those who helped him, that finding the owner of a frayed little doll is important. Their action sprang from something far deeper—a genuine interest in people which, on the ground and aloft, results in "service in the Mainliner® Manner"—the extra care you enjoy at no extra fare when you fly United—the Radar Line.

All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

. 84, NO. 15 NEW YORK, U.S.A., TUESDAY, JULY 22, 1958 TEN CENTS

ssed by Congress

resident of razil Vetoes ensorship Bill

ould Have Hiked U. S. es by Over 3,000%

he Motion Picture Export Associa- of America reported here yester- it has been advised from Rio de eiro that the new censorship bill ntly passed by the Brazilian Con- s, which would have increased cost of censorship fees to Ameri- companies by more than 3,000 cent, has been vetoed by the sident.

he fight over this bill has gone on more than a year on all levels, uding both Senate and House nmittees and the Brazilian "White use," with principal opposition

(*Continued on page* 3)

onsent Orders Signed or Two S-W Theatres

New York Federal Judge Palmieri terday signed a consent order ereby Stanley Warner Corp. may e over the Columbia Theatre in rren, Pa., on the following terms d conditions:

The circuit may convert it to non- atrical use and dispose of it or

(*Continued on page* 6)

ack Changes Policy on ey' at Boston Houses

Special to THE DAILY

BOSTON, July 21. – Columbia's he Key," which opened here on Fri- y at two theatres, one on a two-a- y, reserved seat policy and the other ntinuous run, is now playing at th on the latter policy. Ben Sack,

(*Continued on page* 3)

Television Today Page 6

Sam Schneider Cites Disadvantages Of Moving Home Offices to the Coast

Company interests are best served when the business and creative operations are maintained apart from each other, Samuel Schneider, former vice-president and director of Warner Bros., said yesterday.

Interviewed in his new office at 640 Fifth Avenue where he will engage in motion picture and television enterprises, Schneider said he had opposed moving the Warner home office to the West Coast when the subject was discussed when he still was an officer of the company. Warners plans to transfer home office operations to the Burbank studio around Nov. 15.

Emphasizing that he was discussing

(*Continued on page* 3)

IRS to Set Tax Rules For TV-Film Makers

From THE DAILY Bureau

WASHINGTON, July 21. – An exhaustive study of the manner in which the costs of producing films for television are treated for tax purposes will be conducted by the Internal Revenue Service in order to develop a uniform policy, the IRS announced today.

Chief problems to be considered, IRS officials explained, are the methods by which producers should be permitted to recover production costs, and the consideration which

(*Continued on page* 6)

Col. Sues Associated On Rentals for 'Kwai'

Special to THE DAILY

CLEVELAND, July 21.–Columbia Pictures of New York has filed suit here in Federal Court against Associated Theatres Corp. of Cleveland charging breach of contract. Columbia asks for $17,530 payment in rentals for showing "The Bridge on the River Kwai" in ten of the theatres in the Associated Theatres circuit.

The suit contends that contracts with Associated Theatres called for 50 per cent and 40 per cent of the gross receipts, depending on the number of days the picture played in each of the theatres involved. Columbia asks for the amount allegedly due.

(*Continued on page* 3)

Paramount Production Meet on Coast This Week

From THE DAILY Bureau

HOLLYWOOD, July 21. – Future production plans of Paramount Pictures will be discussed by top company executives at a meeting to be held at the studio here this week.

Participants from New York will be Barney Balaban, company president; George Weltner, vice-president in charge of world sales; Jerry Pickman, vice-president in charge of ad-

(*Continued on page* 3)

Peekskill Anti-Trust Suit Is Dismissed

An anti-trust action which sought $450,000 in damages from American Broadcasting - Paramount Theatres and all major distributors except Universal was dismissed in Federal District court here yesterday by Judge Thomas Murphy on motion by the defendants.

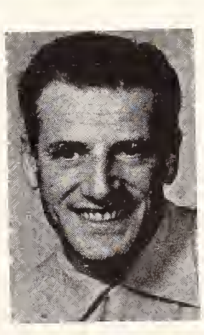
The action was brought by the

(*Continued on page* 6)

Stanley Kramer Appointed To Code Review Board

From THE DAILY Bureau

WASHINGTON, July 21. – Producer Stanley Kramer has been named a member of the Production Code Review Board, Motion Picture Association President Eric A. Johnston announced. Kramer fills the vacancy left by the death of F. Hugh Herbert.



Stanley Kramer

The appointment of Kramer restores the number of non-MPAA member producers on the review board to four. The others are John Ford, William Goetz, and George Sidney. The review board was expanded last year to include six exhibitors and non-member producers, in addition to representatives of the MPA.

Admissions Relief

Voting on Tax By Senate Unit Is Postponed

Chairman Byrd Changes Committee Timetable

By J. A. OTTEN

WASHINGTON, July 21.–Senate Finance Committee voting on admissions tax relief amendments probably will not come now until next week at the earliest.

The Committee was originally scheduled to start executive session work tomorrow on a House-passed excise tax revision bill. But the Senate meets early tomorrow and Wednesday to vote on the reciprocal trade bill, and Chairman Byrd (D., Va.) has postponed the beginning of executive sessions until Thursday. Moreover, he says, it will take at least two days for the Committee to go over the House bill and find out what it contains, before lawmakers can start voting on amendments.

Senator Kerr (D., Okla.), ranking Democrat on the committee, has said he would offer an amendment to ex-

(*Continued on page* 2)

Court Rules Popcorn Stands are Chain Stores

Special to THE DAILY

LANSING, Mich., July 21. – The Michigan Supreme Court has ruled against six theatre circuits who had appealed against application of the state chain store tax to their popcorn and candy stands. Prior to 1950 the stands in all six circuits were operated by a concessionnaire and tax was paid on them only as chain counters.

When the circuits assumed opera-

(*Continued on page* 2)

Eastman Files Suit on Film-Feeding Device

Special to THE DAILY

WILMINGTON, Del., July 21.– Eastman Kodak Company has filed suit in U.S. District Court here charging Revere Camera Company with infringement of United States Letters

(*Continued on page* 2)

PERSONAL MENTION

JOSEPH R. VOGEL, president of Loew's, Inc., has left New York for the Culver City studios.

•

ERIC A. JOHNSTON, president of Motion Picture Association of America, will be in Burlington, Vt., next Monday, where he will address the Warren Austin Institute of the University of Vermont.

•

HUGH OWEN, Paramount vice-president, is in Boston today from New York.

•

LEO F. SAMUELS, president of Buena Vista, and JAMES O'GARA, Eastern division sales manager, have returned to New York from Toronto.

•

MONROE GREENTHAL and DAVID DIENER, of the Monroe Greenthal Advertising Agency, left New York yesterday for the Walt Disney studios.

•

JOSEPH GOULD, United Artists advertising manager, has returned to New York from Hollywood.

•

NATHAN KEATS, producer for RKO-TV, left New York yesterday for Dublin via B.O.A.C.

•

MEYER FINE, partner in Associated Theatres, Cleveland, became a grandfather with the birth of a girl to his daughter-in-law, MRS. MARSHALL FINE.

•

RUBE LEWIS, retired business agent of Local 84, IATSE, Hartford, now making his home in Los Angeles, is vacationing in the East for several months.

•

HAROLD LEWIS, son of PHILIP LEWIS, president of ATA Trading Corp., distributors of American International Pictures, has arrived in New York from Schenectady to take a position in his father's organization.

•

MURIEL and SIDNEY BOX, British producing team, will arrive in New York from London tomorrow aboard the "Liberte."

Wompi Delegates Set

NEW ORLEANS, July 21.—Local chapter of the Motion Picture Industry have elected Mrs. Marie Berglund official delegate along with president Mrs. Lee Nicolaus as delegate ex-officio. Alternate delegates named were Mrs. Carmen Smith and Jane McDonnell.

Senate Tax Vote Postponed

(*Continued from page 1*)

empt the first $1.50 of theatre admissions from the 10 per cent admissions tax. Under Byrd's timetable, this probably could not come up for a vote now until some time next week.

Meanwhile, the House passed today on a voice vote and sent to the Senate a $250,000,000 a year small business tax relief bill which could be of considerable help to small exhibitors and other industry firms. The Finance Committtee is expected to act on the measure early next month, approving it before Congress adjourns.

New Equipment Favored

A major provision of the bill would provide special 20 per cent depreciation deduction the first year on the first $10,000 spent on new or used machinery, fixtures or other equipment, excluding real estate. The 20 per cent would reduce the amount that could be depreciated in the usual ways, but the usual depreciation could be taken in the first and succeeding years in addition to the 20 per cent first-year allowance. The special allowance would be permitted each year on equipment purchased that year.

Loss-Carryback Provided

Another provision would permit a ten-year spread-out of estate tax payments due on estates consisting of closely-held businesses. Still another provision would permit taxpayers to carry back three years, instead of the present two years, any net operating loss. The carryback can be used to get refunds of taxes paid in earlier years. A fourth provision would permit individuals who invest in small businesses to count any losses on their investments as ordinary losses, more valuable for tax purposes than the capital losses which they must now be considered.

Court Popcorn Ruling

(*Continued from page 1*)

tion of the stands the state tax department ruled that they were chain stores instead of chain counters and the aggregate tax was raised from $1,340 a year to $12,330. In 1954 the state tax appeal board upheld the tax department ruling but the circuits obtained a Court of Claims decision in their favor which the tax department in turn appealed.

Justice Talbot Smith, in the newest Supreme Court decision held that the popcorn and candy business, operated by the theatre circuits, clearly came under the language of the chain store tax law even though theatres themselves are exempt from the chain store tax. Justice Smith noted that the popcorn business is "not inconsiderable." He listed three year revenues, starting in 1953, of $4,758,173 for 60 theatres involved in the suit.

Circuits concerned were W. S. Butterfield Theatres, Carley Amusement Co., Butterfield Michigan Theatres, Consolidated Theatres, J. R. Denniston Theatres and Kalamazoo Theatres Corp.

Edward E. Allen Dies

BOSTON, July 21. — Funeral services were held today for Edward E. Allen, 41, of Chestnut Hill, who at one time was manager of the Majestic Theatre, Boston, when that house was operated by Harry Brandt. More recently he had been in the construction business with his father and brother.

Set 'Eden' World Bow

Universal - International's "Raw Wind in Eden" will have its pre-release world premiere at Hamid's Warren Theatre, Atlantic City on Aug. 5.

Service for Producers Announced by Freeman

From THE DAILY Bureau

HOLLYWOOD, July 21. — Formation of Producers Management Service, an organization designed to manage the business relationships of independent film producers with studios, distributors and financial institutions and to manage the business phase of their motion picture productions, was announced by Norman Freeman, veteran major studio and independent picture executive. He said that among producers who will be served are George Pal, Jack Chertok, and Sol Lesser.

Eastman Files Suit

(*Continued from page 1*)

Patent No. 2,521,957 issued to plaintiff Sept. 12, 1950, for an invention in a film-feeding mechanism.

The suit asks for an injunction against further infringements, an accounting for profits and damages, an assessment of costs and attorneys' fees, and "such further relief as the court may deem proper."

LANMA Names Botton

LOS ANGELES, July 21.—Jeff Botton, head of the machine accounting department of General Film Laboratories Corp., was elected executive vic-president of Los Angeles National Machine Accountants Association. Other officers for 1958-59 are: Tony Carno of Hollywood Vassarette Co., president; and Noel Hamilton of Columbia Studio, treasurer. LANMA was organized in 1952 to assist management by providing technical aid on industry machine accounting problems.

'Immodest' Film Poste
Bring Fine in Italy

Special to THE DAILY

ROME, Italy, July 21. — A co
here has fined three representati
of a motion picture distributing co
pany for putting up immodest post
advertising "Zarak" and "Madem
selle Striptease." The defendants w
found guilty of offending pub
morals. They were assessed a tok
10,000 lire ($16).

The court ordered the fine paid
Guglielmo DeSantis, the plaintiff w
complained about the posters to t
police. He said he will give the mon
to an organization for the moral p
tection of children.

Three Hearings Held

The complaint was lodged m
than a year ago. Three hearings a
five postponements delayed court
tion. The defendants, employed
CEID - Columbia distributors, a
pealed the decision. The decision w
hailed by L'Osservatore Roma
Vatican City daily, as placing "p
cise limits on what is dared in t
name of the freedom of the pr
which in this case permitted an
offensive to public decency."

Set 'Adam, Eve' Deal

NEW ORLEANS, July 21.—Milt
Dureau, president, Masterpiece P
tures, has announced his firm has a
quired the distribution rights
"Adam and Eve" from William
Horne for the New Orleans territo
The picture will open Aug. 19 at t
local RKO Orpheum Theatre.

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Photo Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager. TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Vince
Canby, Eastern Editors. Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; Telephone HOllywood 7-2145; Washington, J. A. Otten, National Press Club, Was
ington, D. C.; London Bureau, 4, Bear St. Leicester Square, W. 2, Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in t
principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefel
Center, New York 20, Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-Pre
dent and Treasurer; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 times a ye
as a section of Motion Picture Herald; Television Today, published daily as a part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fame. Entered as seco
class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign. Single copies, 10

P to Appeal Australia an on 'Horror' Pictures

From THE DAILY Bureau

HOLLYWOOD, July 21. — Amer- n Pictures stands to lose a great al in revenue from the recent ban the Australian Censor Board on all orror" pictures there, AIP execu- es James Nicholson and Samuel Z. koff said today. The company re- ntly shipped several such pictures Australia before the board took its tion.

Nicholson and Arkoff will discuss ans for an appeal to the board to scind its ban with Ray Rushmer, stributor of AIP films there, who ll arrive here tomorrow.

-I To Release Two e-Issue Packages

Universal - International announced sterday it will re-release in mid- igust two double feature programs ken from its 1948-52 product. The ctures were selected by the company er a canvass of exhibitors and U-I es and distribution executives and e-testing of public acceptance in a rvey by the Sindlinger Organization.

One in West, One in East

Pattern of release of the films, which ll be supplied in new prints, advering and promotional campaigns and cessories, will be to concentrate on lling one in the West and the other the East. Package for the West cludes "Bend of the River" and "The orld in His Arms" and for the East Iississippi Gambler" and "Up ont."

ack Changes Policy

(Continued from page 1)

vner of the Capri and Beacon Hill neatres, made the decision to change om the hard-ticket, $2 top scale at e Capri.

"I'll frankly admit I made a huge istake in trying different policies at e two theatres," Sack said. "The served seat policy was a test gagement, but actually the two eatres were competing against each her."

Meanwhile Sack today was host to r. and Mrs. Ilya Lopert at a press ncheon at the Boston Club. Lopert producer of "La Parisienne," which pens Wednesday at Sack's Gary neatre here.

. *Pangborn Dies*

SANTA MONICA, July 21.—Frank- n Pangborn, stage, screen and tele- sion actor, died here at the week- d. He had worked for nearly every ajor studio, and his pictures included Iy Man Godfrey," "Stage Door," eorge Washington Slept Here," alendar Girl," and "Story of Man- nd." Pangborn was married and the st of his family. Services will be eld on Wednesday, 3:30 P.M. at orest Lawn, Memorial Park.

N. Y. Best Site for Home Offices: Schneider

(Continued from page 1)

the subject of transfer of home office functions to Hollywood in general, rather than the announced Warner Bros. move in particular, Schneider said it has been a conviction of his that the business and creative ends of the industry are completely alien to each other and function best when they are separated by the width of the continent.

"The home office relationship to the studio should be no more than an informative one," he said. "The business, sales, legal, foreign department and others know nothing about production. They are not showmen in the sense that a good producer is a showman. But they can be very useful to production in keeping the studio informed of types of pictures that are or are not going well in the domestic and foreign markets, by advising them on budgets, on costs, on world conditions and on other matters useful to them and their work.

Fears Eastern Service Will Vanish

"All of this," Schneider said, "can be accomplished during the periodic visits all home office executives make to the studios. But if the sales and other home office functions are centered at the studio much of this informative service by the East to the West will disappear.

"The West is free with money. It has to be to a certain extent; that's part of the game. But the East is the check rein. If the East goes West and puts on a sports jacket and sun glasses and starts telling the studio how to make pictures, a valuable balance that once existed is lost. The same is true of essential contacts, associations, exchanges that are available to sales, domestic and foreign, in the East and not in the West. Joining the two is a wrong move insofar as the good of the business is concerned. I think 90 per cent of the people in the industry feel that way about it."

Sees Waste-Elimination Vital

Schneider said he believes in eliminating waste and in saving where savings can be effected without impairing business operations.

"There is an opportunity to save a lot more money in physical distribution," he said. "It could all be taken over by one company, such as National Screen Service, to everyone's advantage. A lot of money can be saved in the physical production plant, too. The difficulty is that one studio, if it is successful and not under pressure, will not consider giving up its production plant and using another's facilities.

"I see no worthwhile savings in closing film exchanges. The economies involved are too small. What's more, you can't shut up shop and still do business.

"Nor do I believe in sweeping economies in advertising and publicity. They are the life blood of our business. Allow them anything but their maximum effectiveness and you hurt, not help, the business.

Recalls 1933

"I believe in the kind of economies that eliminate waste. And when it's necessary, I believe in cutting salaries at the top, not discharging clerks and stenographers. During the depression in 1933 many of us at Warners received no salaries for weeks."

Asked for his opinion on the sale of post-1947 film libraries to television, Schneider said he is very much opposed to it. "It has been shown that films on free television hurt the business. It's not guesswork any longer."

He said he is confident the industry will continue to be an important one. "When you look around you and see how well some of the companies are doing right now, it proves there is a motion picture business."

'Old Man' to Open at Criterion Here in Fall

Warner Bros.' "The Old Man and the Sea" will have its world premiere showing at the Criterion Theatre here in October, Jack L. Warner, WB president, and Charles B. Moss, executive director of B. S. Moss Theatres, announced yesterday. The formal opening at which Tracy will head a list of celebrities, will be followed by a two-a-day hard-ticket engagement of the picture.

Columbia Sues

(Continued from page 1)

according to terms of its contract with Associated Theatres.

Also named in the suit are Marshall H. Fine as agent for Associated Theatres and the Capital Bank where, it is contended, the corporation's deposits are held. The suit asks that the bank hold the funds until the matter is settled.

DCA, Cleveland, Closes

CLEVELAND, July 21. — Distributors Corp. of America has closed its Cleveland exchange and henceforth this territory will be handled by the Washington office. Bernard Jacon of DCA was in town to make final closing arrangements.

Arthur Goldsmith, branch manager, who opened the exchange just one year ago, is currently in New York lining up independent product which he plans to distribute throughout northern Ohio.

Veto in Brazil

(Continued from page 1)

centered on the tremendous increase proposed in fees.

The bill would have moved the censorship department from the Ministry of Justice to the Ministry of Education and Culture, establishing in the latter ministry a National Cinema Institute with a wide range of authority over the screen as art, business and medium of education and culture.

35 and 16mm. Film Covered

Importers of foreign films would have been required by the bill to pay a fee of ten cruzeiros per linear meter for each print of either 35 or 16mm film imported. In addition there would have been a flat fee for the "Certificate of Censorship" of 1,000 cruzeiros for films of less than 600 meters; 20,000 cruzeiros for films from 600 to 1,000 meters, and 100,000 cruzeiros for films over 1,000 meters.

The MPEA said there is little likelihood that Congress will override the President's veto.

Paramount Meeting

(Continued from page 1)

vertising, publicity and exploitation, and Russell Holman, Eastern production manager.

The studio will be represented at the week-long meeting by Y. Frank Freeman, vice-president in charge of the studio; Jacob H. Karp, D. A. Doran and other members of the Paramount Hollywood executive staff.

Producers Study Papal Encyclical at University

Special to THE DAILY

MILAN, Italy, July 21. — Italian filmmakers gathered on the summer campus of the Catholic University of Milan recently to study the Pope's encyclical on movies, radio and television. They discussed the Church's role in the entertainment industry, the theory of criticism and the problem of freedom of expression.

Pope Pius XII's encyclical, "Miranda Prorsus," cover these points. It was issued last September.

The conference was organized by the Catholic Movie Center, a group dedicated to raising the moral tone of films. Keynote speaker was Msgr. Albino Galletto, executive secretary of the Pontifical Mission for Motion Pictures, Radio and Television.

'Fly' Brings Record Grosses in Chicago

Special to THE DAILY

CHICAGO, July 21. — Twentieth Century-Fox's "The Fly" opened here in 45 theatres over the weekend to record business matching the grosses it rolled up last week in its first wave of saturation runs in other areas.

The 45 theatre gross in this area touched $175,000 in three days and, it is estimated, will pass $300,000 for the week. Typical grosses were: Century, $4,069; State, $2,079; and Oaklawn Twin Drive-in, $11,000.

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saga of the
men whose
courage
built an
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covered wagons
smash their
way across
river and
mountain!

SEE...
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of the vaqueros
as they fight
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invaders!

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BRIAN KEITH · RICK JASO

HE FIRST GREAT STORY
AYS OF OLD CALIFORNIA!

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Produced by
PLATO A. SKOURAS
Directed by
JAMES B. CLARK
Screenplay by
HOUSTON BRANCH

and the valiant, violent vaqueros
who blazed a trail across history!

REVIEW:

Raw Wind in Eden

U-I—CinemaScope

ESTHER WILLIAMS, wearing some gorgeous clothes, both wet and dry, Jeff Chandler for romantic appeal, Rosanna Podesta for international flavor, and magnificent photography, in Eastmancolor, of the Italian coastline and the Tyrrhenian Sea are the marquee filling attractions of this Universal production.

Produced by William Alland, whose previous efforts have been in the science fiction and horror fields, and directed by Richard Wilson, who also wrote the screen play in collaboration with his wife, Elizabeth, the story does not in detail come up to the potential of the stars and the setting. However, it is light enough not to get in the way of the stars' attractions and novel enough to hold audience interest.

Miss Williams, an internationally famous model (which accounts for the fashionable costumes) and Carlos Thompson, international playboy, crash in Thompson's light plane on a remote and inaccessible island off the coast of Tuscany. Only inhabitants of the island are Eduardo de Filippo, his granddaughter Miss Podesta, and Chandler, a mysterious American who calls himself Moore and with whom Miss Podesta is obviously in love.

There are complications involving Rik Battaglia, Miss Podesta's rebuffed lover from the mainland who is determined to kill Chandler, and a seaworthy but beached yacht, obviously belonging to Chandler. There are attempted murders, a running gun battle, a fight for life on a ledge high above the sea, and some mysterious happenings before Chandler and Miss Williams realize their love for each other, Miss Podesta takes Battaglia back and Thompson is left out in the cold.

The stars, the setting, the photography and, for the women, the clothes, are the high points of the production plus the topical value of newspaper current stories about the real life romance between Chandler and Miss Williams.

Running time, 89 minutes. General classification. Release, in October.

J. D. IVERS

Consent Order

(*Continued from page* 1)

lease it in six months. If they dispose of it, they shall sell the fee prior to the expiration of the lease or within five years of the date of the order, whichever is sooner.

They are enjoined from operating the Columbia as a motion picture theatre.

The Stanley-Warner Library Theatre in Warren is subjected to these product limitations; for five years they can lease no more than 60 per cent of the feature films available for first-run in a year except for features which competitors have been offered first and refused.

Two-Point Restriction Set

At the same time Palmieri signed a consent order for Stanley Warner to retake the Liberty in Sharon, Pa. upon these terms:

The company may convert the Liberty to non-theatrical purposes and is enjoined from operating it as a motion picture theatre.

Peekskill Suit

(*Continued from page* 1)

Royster Drive-In Theatre Corp. of Peekskill, N. Y., which charged that distributors conspired with AB-PT's Paramount Theatre in Peekskill to keep quality, first run product from the Peekskill Theatre, which plaintiff acquired from AB-PT in 1950. The theatre was closed in 1952 and the suit was filed in 1954. After completion of presentation of plaintiff's ease yesterday, defendants moved for and were granted a dismissal.

Holds No Conspiracy Exists

The court held informally that if a conspiracy had existed it ended at the time the Peekskill requested and was granted an opportunity to bid competitively against the Paramount in 1952. The court will write a formal opinion later.

Myles Lane of Schwartz & Frohlich, John Caskey, Al Bickford and E. C. Timberlake were counsel for defendants. Francis Anderson of Philadelphia represented the plaintiff.

Television Today

Guild Films 3-Month Profit at $263,000

Special to THE DAILY

DENVER, July 21. — Profit of $263,000 for the three months ending May 31 was announced by Guild Films at its annual meeting held here today.

New York was chosen as the site for the next meeting.

Two propositions presented at today's session were adopted. The first approved stock options for many officers while the second provided for the selection of an auditor for the coming year.

Officers are John J. Cole, president; George De Martini, vice-president and secretary; Irving Feld, vice-president in charge of sales; Arthur J. Lerner, treasurer; Irving Margulies, general counsel, and Harry A. McDonald, investment counselor.

Screen Gems to Handle New 'Bowling' Series

"Bowling Queens," new half-hour TV film series starring attractive bowling stars, has been acquired for syndication by Screen Gems. Jerry Hyams, vice-president in charge of syndication of the Columbia Pictures TV subsidiary, said the 26-film series, production of which has just been completed, will be offered to stations and sponsors immediately.

The new film series, a national version of the local "Bowling Queens" pogram that had a successful live run on WBBM-TV, Chicago, last year, is produced and emceed by Sam Weinstein, nationally-known bowling authority, who heads up the producing firm, Tenpin Tattler Productions, Inc., of Chicago.

Guild Will Distribute 'Divorce' on Videotape

A television program on videotape was made available on a syndication basis for the first time yesterday with the announcement here of a deal for Guild Films to distribute "Divorce Court," program of KTTV, Los Angeles.

At the same time, John J. Cole, president of Guild Films, said the company has purchased two of the new Ampex videotape machines for its local offices. They will be used for audition showings of "Divorce Court."

IRS Tax Stud

(*Continued from page* 1)

should be accorded the "res value" of such films.

Currently, it was pointed ou Harold T. Swartz, chief of the tax ruling division, TV film prod are forced to resort to their own judgment in setting up cost d tions, are using several different proaches and are often running conflict with local internal rev agents, who also have no set of under which to operate.

Most producers, he said, now culate deductions on a "cost reco basis, applying income against duction costs until such costs been completely recovered, and then reporting taxable income.

Others deduct costs over a t to-four year period on a "step-d basis, deducting the largest percen of their production expenses in first year, and graduating this d ward in succeeding years.

Seeks 'Reasonable' Ruling

To settle the confusion surroun income taxation of this infant indu he said, IRS feels that policy g lines must be established. But t is no intention of setting hard fast rules binding on each indivi case; the objective is to work o fair and reasonable ruling satfacto everyone, Swartz asserted.

In order to "get the facts," wants all TV film producers to press their views, asks them to the Commissioner of Internal Reve attention: T:R:C-TV, Washington D. C., by Sept. 15.

In addition, Swartz said, info conferences with a number of ducers are contemplated.

Barrow Report Heari Completed by the F

From THE DAILY Bureau

WASHINGTON, July 21. — Federal Communications Commis today wound up its public hear on the so-called Barrow report.

The report, prepared by a spe study group headed by Dean Bar of the Cincinnati Law School, rec mended that the FCC adopt new tougher rules on the size and c mercial practices of TV networks. commission has been holding hear on and off for several months. record will remain open briefly additional written comments.

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. 84, NO. 16 NEW YORK, U.S.A., WEDNESDAY, JULY 23, 1958 TEN CENTS

ne a Factor

icket Tax epeal Effort ears Climax

vne Sees 'Fair' Chance 'l; Strategy May Change

mpo will be waging an uphill for Federal admissions tax re- in the remaining weeks of the nt Congional session Robert W. ne, Compo ial counsel, here yesay, preparato return- o Washing- for the final es of this 's tax camn.

Robert W. Coyne

The situanow is y much the as it was during our tax repeal ts of other years," Coyne said. chances now, as then, may be rded as being no better than . However, we did achieve some- before and perhaps we will n. Certainly, the effort is worth

(Continued on page 3)

use Group Approves lf-Employed Tax Bill

From THE DAILY Bureau

ASHINGTON, July 22. – The se Ways and Means Committee ally approved a bill to defer s on certain amounts self-em- ed people put aside in retirement s.

he bill could benefit small ex- tors and many other industry bers. It is slated to come up for se action Tuesday and is expected

(Continued on page 3)

elevision Today Page 6

Asks Ban of Baseball Games Over Toll-TV

From THE DAILY Bureau

WASHINGTON, July 22. – Senator Langer (R., N.D.) asked a Senate Judiciary Subcommittee to ban toll television of major league baseball games. He asked the subcommittee to write such a ban into a pending bill that would exempt most professional sports from the anti-trust laws. Chairman Kefauver (D., Tenn.) promised the subcommittee would consider Langer's proposal when it starts voting on the bill.

Calling attention to plans of Los Angeles and San Francisco ball teams to sell broadcast rights to toll TV organizations, Langer said some action must be taken to prevent this.

Expect Call for New B-B Meet Next Week

A second emergency meeting of the executive committee of the all-industry business-building campaign, of which A. Montague and Ernest Stellings are co-chairmen, is expected to be called soon after Montague's return from the Coast early next week

(Continued on page 2)

Report Attendance Hit '58 High July 12 Week

Total attendance at U.S. motion picture theatres hit a new high for 1958 in the week which ended July 12, according to Sindlinger & Company, business analysts. The report

(Continued on page 2)

Broaden Jurisdiction in Labor Disputes

NLRB Will Extend Control of Theatres

Proposes to Cover All Establishments With Over $500,000 Gross Volume Yearly

By J. A. OTTEN

WASHINGTON, July 22.–The National Labor Relations Board announced its intention of broadening its jurisdiction to cover labor disputes in many theatres now excluded from NLRB coverage.

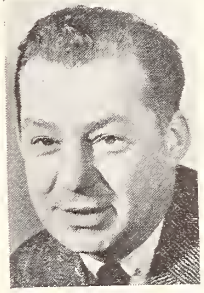
The move came as part of a general proposed broadening of NLRB jurisdiction to cover much of the present so-called "no-man's land" between federal and state regulation of labor disputes.

At present, NLRB officials said, theatres and other retail establishments are subject to NLRB jurisdiction only if they have more than $1,000,000 of purchases of goods directly from outside the state each year or more than $2,000,000 of annual purchases indirectly from outside the state. Under the new standards, retail establishments would come under NLRB supervision if they did more than $500,000 of gross volume during

(Continued on page 2)

Goldstein Named UA Asst. Advertising Mgr.

Harry Goldstein has been named assistant advertising manager of United Artists, it was announced yesterday by Roger H. Lewis, national director of advertising, publicity and exploitation. Goldstein, who joined UA last January as coordinator of New York campaigns, will continue these duties. Additionally, he also will serve as ad-publicity liaison with the sales department. In his position as assistant ad-


Harry Goldstein

(Continued on page 2)

Reciprocal Trade Bill Approved by Senate

From THE DAILY Bureau

WASHINGTON, July 22. – The Senate approved a three-year extension of the reciprocal trade program today, after eliminating a provision bitterly opposed by the Administration. This provision would have ended the President's absolute power to over-

(Continued on page 3)

Hope to Resume Talks On U.S.-Russia Films

From THE DAILY Bureau

WASHINGTON, July 22. – U.S. officials are hoping to resume in early September negotiations for the sale of American films to the Soviet Union and the purchase of Russian films for distribution here.

It is expected that this meeting will take place in Moscow.

Negotiations were begun here in

(Continued on page 2)

Survey Shows Film Co. Stocks Jump Three Times Over Average Industrial

Motion picture company stocks have scored a market recovery almost three times that of the average industrial, Standard & Poor Corp. declares in a recent investment advisory survey. The rebound from the "lows of last year to the recent highs" is due to several considerations, the report states.

"A main one," it points out, "of course, was the low estate to which the group had fallen as of last December. The movie stocks began their decline June, 1955, or about two years ahead of the downturn in the S. & P. industrials. And they lost two-thirds more, top to bottom, than the average industrial."

Against a "backdrop" of business and market deflation, "any important change seemed likely to be for the better," the report then states. "And that is the way it has worked out. Trade reports are that exhibitors are doing capacity business with such films as 'South Pacific,' 'Bridge on the River Kwai,' 'Sayonara,' 'Peyton

(Continued on page 2)

PERSONAL MENTION

STEVE BROIDY, president of Allied Artists, will leave Hollywood at the weekend for New York.

•

Alfred E. Daff, Universal Pictures executive vice-president, will return to New York from Europe today via B.O.A.C.

•

Msgr. Thomas F. Little, executive secretary of the National Legion of Decency, returned to New York from Italy yesterday aboard the "Augustus."

•

Hugh Owen, Paramount vice-president, and his executive assistant-to-be, **Edmund C. DeBerry**, will arrive in Albany today from Boston, accompanied by **Dan Houlihan**, Boston branch manager.

•

Max Bercutt, Warner Brothers advertising-publicity liaison for "The Old Man and the Sea," has arrived in New York from Hollywood.

•

Bernard Kamber, Hecht-Hill-Lancaster head of advertising-publicity, will leave New York today for London via B.O.A.C.

•

Hal Wallis is in Washington today from the Coast. He is en route to New York.

•

Samuel Gang, National Telefilm Associates foreign representative, will leave here on Saturday for Central and South America.

•

Carlo Ponti, producer, has returned to Hollywood from New York.

•

Eugene Frenke, producer, has arrived in New York from the Coast.

'Sawyer' Gross Big

NTA Pictures' re-release of "Adventures of Tom Sawyer" grossed more than $30,000 in its first week at the Starlite Drive-in in Chicago, H. H. Greenblatt, NTA Pictures, general manager, reported here. The film is holding for the longest run in the history of the Starlite, it was stated.

Baltimore to See Bout

BALTIMORE, July 22.—The 3,000-seat Stanley Theatre has signed for the closed-circuit TV showing of the Patterson-Harris heavyweight championship bout on Aug. 18. Tickets, priced from $3 to $4, on a reserved seat basis, have been put on sale.

NLRB Edict

(*Continued from page 1*)

the year. Officials said the effect would be to cover many medium-sized establishments now exempt.

The board proposed to make the new jurisdiction effective Sept. 1, but invited public comments before Aug. 16, and said its proposals might be modified on the basis of these comments.

Follows High Court Ruling

The board in 1954 sharply curtailed its jurisdiction over many smaller establishments, but in March 1957, the Supreme Court said the state labor boards could not step in to fill the void. The board's proposal today is designed to meet this problem.

Report Attendance

(*Continued from page 1*)

said that all admissions, whether paid or free, adult or children, to indoor or outdoor theatres, amounted to the impressive total of 66,126,000, only four per cent under the total number of admissions (approximately 69,000,000) in the corresponding week in July a year ago. It was also a healthy 26.16 per cent increase over the weekly average number of admissions for the entire month of June, 1958 (48,827,000), the report noted.

Admissions in the second week in July topped those in the Fourth of July holiday week which ended July 5 (54,753,000) by 12,500,000. Highest number of admissions in a prior single week in 1958 (June 14) was 51,485,000. Biggest single week in 1957 topped 75,000,000 admissions week ending Aug. 23.

Hope to Resume

(*Continued from page 1*)

early Spring under the terms of a U.S.-Soviet cultural agreement. They recessed at the end of April, with the understanding that they would be resumed at a time convenient for the representatives of both countries.

Millinery Industry to Back 'The Matchmaker'

An entire industry—manufacturers, workers, suppliers, retailers—has united to sponsor premieres of Paramount Pictures' comedy, "The Matchmaker." The millinery industry, representing more than 250,000 hat manufacturers and designers, workers, wholesalers, importers-exporters and suppliers and sales personnel throughout the United States has given its support to the picture because of a key episode about millinery retailing in "The Matchmaker."

The first of several sponsored premieres will be held in New York Aug. 12 at the Little Carnegie.

Commerce Dept. Lists Drop in '57 Admissions

From THE DAILY Bureau

WASHINGTON, July 22. — American spending on motion picture theatre admissions dropped to a new post-war low last year, according to estimated figures released today by the Commerce Department. The drop also reversed a slow but steady risng trend over the three previous years, the report stated.

The department estimated that spending on admissions in 1957 dropped to $1,116,000,000, well below the $1,225,000,000 estimated for 1956 and also below the previous post-war low of $1,172,000,000 in 1953. From a high mark of $1,692,000,000 in 1946 spending on this item fell steadily to the 1953 low, then rose slowly to the 1956 figure. Now the total has turned downward again, it was stated.

Compiled for Federal 'Annual'

The figures were prepared for the department's annual "national income number" of the survey of current business, but weren't ready in time to be actually published there. However, the the department did make them public.

Not only did the dollar outlay on motion picture theatre admissions drop in 1957, but the share of total recreation spending going for this purpose dropped even more sharply, falling from about 8 per cent in 1956. to 7 per cent in 1957. The percentage has been dropping fairly steady in recent years.

The report said spending on radio and television sets, records and musical instruments went up from $2,872,000,000 in 1956 to a new record of $2,988,000,000 last year. Repair costs also increased.

Radio-TV Volume Rises

All branches of the motion picture industry contributed $867,000,000 to the national income last year, compared to $887,000,000 the year before and $926,000,000 the year before that. Radio and TV broadcasting contributed $729,000,000 last year compared to $690,000,000 in 1956 and $629,000,000 in 1955.

The department does not yet have ready the usual figures on industry wages, profits, sales and dividends. Officials said it might be several weeks before these were available.

Goldstein Named

(*Continued from page 1*)

vertising manager, Goldstein will work under Joe Gould, UA advertising manager.

Prior to joining UA, Goldstein had been associated in various capacities with the Brandt Circuit over a period of 24 years. His last post was that of general manager of Brandt's Broadway theatres.

Survey Sho

(*Continued from page 1*)

Place,' and 'Raintree County.
Commandments' and 'Aroun
World in 80 Days' are heading
record box office takes."

The S. & P. report calls "h
ing" the reversal of a decline i
tre attendance in the face of
promotion of old pictures on
sion. "It suggests that," it adds,
TV was largely responsible fo
ing theatre attendance betwee
and 1957, it no longer prese
insurmountable barrier to pr
operation of well-run produc
exhibiting companies.

"There is, furthermore, see
good basis for believing the
picture industry will in time
more of the ground lost to TV.
will almost always be better re
in the movies than in TV, w
to say that the former will ha
choice in talent, whether of th
ing, acting or producing varie
a long time, also the movies'
ques will be superior."

Sees Demand for Qualit

The investment survey also
as industry trends a greater
on the part of the American
in foreign pictures and the larg
ber of two-a-day showings
standing films at higher price
"Good films last longer and ear
under this treatment," it obse

Expect B-B Meet

(*Continued from page 1*)

to consider the advisability of
poning the projected Sept. 1 s
the campaign radio promotion
tackle the persistent fiscal pro

While exhibitor contributions
campaign still are insufficient t
its start a certainty, the time el
too, is becoming a problem.
feel in consequence that the
campaign, postponed from Jul
Sept. 1, now should be delaye
mid-September.

Principal reason for the new
would be that the desirable rad
work time must be purchased
vance and time allowed for p
production essentials. The
feeling seems to be that the
medium still is a good buy i
September and that there is n
stantial audience loss to tel
that early in the new TV seas

De Patie in Bien Po

HOLLYWOOD, July 22.—
H. De Patie has been named p
tion executive in the commerci
industrial films division of
Brothers, functioning under Ja
Warner, vice-president and he
the division. De Patie replaces
ter Bien, who has left the con

MOTION PICTURE DAILY. Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Floyd E.
Photo Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager. TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman,
Canby, Eastern Editors. Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; Telephone HOllywood 7-2145; Washington, J. A. Otten, National Press Club,
ington, D. C.; London Bureau, 4, Bear St. Leicester Square, W. 2, Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents
principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Roc
Center, New York 20, Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vic
dent and Treasurer; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 times
as a section of Motion Picture Herald; Television Today, published daily as a part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fame. Entered as
class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign. Single copie

PEOPLE

Gates has been elected presi-
f the Virginia Motion Picture
ation. Vice-presidents are **R. G.**
y and **F. M. Westfall**; treasurer,
n Dalke, Jr.; secretary **Roy A.**
dson; sergeant-at-arms, **Jerome**
n, and executive secretary,
n Duffus.

□

Johnston, president of the Mo-
icture Association of America,
"economic concentration" as a
n to the problems of the next
20 years at a lecture delivered
y to members of the Graduate
l, University of Washington,

□

a **Charns** has succeeded **Ray**
as Warner theatre secretary and
subjects booker in Cleveland.

□

liam Leggiero, manager of Stan-
arner's Stanley Theatre in Utica,
has been promoted to city man-
f the circuit, directing the Stan-
d supervising the Avon Theatre.
Iooney has been promoted from
nt manager of the Avon to
ger. He replaces **William Decker**,
as been hospitalized.

□

ert Terrell, formerly manager of
ockwood & Gordon Hope Thea-
Providence, has joined Smith
gement Co., serving initially as
nager of the 2,070-car Meadows
-in Theatre, Hartford, succeeding
h O'Neil, who has resigned to
ge a newly-built independent
-in at Abington, Mass.

n' in Cleveland

EVELAND, July 22. – Para-
t has started selling "Ten Com-
lments" to drive-in theatres in
territory. First engagements are
start Aug. 6 at the Giant Drive-
Canton, and the Gloria Drive-in,
. Midway Drive-in, Lakeview,
vs on Aug. 14. Other deals, ac-
ng to Paramount branch manager
y Buxbaum, are pending in To-
and other key spots. The usual
y of admitting children free will
prevail for the engagement of
Commandments," it is under-
l.

n' at $348,000

he Ten Commandments" grossed
,000 at 17 theatres in the Greater
York area during the first week
pecial engagements which ended
rday, Paramount Pictures re-
d. The theatres are the second
p of additional bookings in the
following the 70-week premiere
he Criterion on Broadway. The
nt showings continue for a sec-
week.

nw' to Baronet Here

ontinental's "Law and Disorder"
have its American premiere at the
onet Theatre here Tuesday, Aug. 5.

Tax Campaign Near Climax

(Continued from page 1)

continuing and we will be trying to the last."

Meanwhile, with Congress aiming for a mid-August adjournment and procedure in the Senate finance committee having been changed, with the result that an admissions tax amendment probably cannot be offered until next week, time itself is more and more becoming a factor in the Compo campaign.

Action Delayed

Senator Kerr (D., Okla.) has said he will propose an amendment to a House-passed excise tax revision bill calling for an admission tax exemption up to $1.50. Originally it was expected he might be able to do so this week but, as reported in yesterday's MOTION PICTURE DAILY, the Senate finance committee's working schedule has been changed, delaying the amendment stage until next Monday, at the earliest.

Meanwhile, it is reported, Sen. Kerr may choose to offer his admission tax relief amendment to the small business assistance bill instead of to the excise tax revision bill, as presently contemplated. Circumstances prevailing at the time the latter is being considered will decide, but the idea would be to offer the amendment where and when it has the best chance of succeeding. One advantage of attaching it to the small business assistance measure would be that it would be less likely to draw a veto if a part of that legislation than if it were a part of the excise tax revision measure.

Cost to Treasury Would Be Less

Similarly, the $1.50 exemption is believed to have been decided upon because, costing the Treasury less revenue than outright repeal or a higher exemption level, its chances of success in the Senate and with a subsequent conference committee are believed to be enhanced.

Defense Says Embassy Was Cool to 1st-Runs

Special to THE DAILY

SAN FRANCISCO, July 22. – The defense, contending that the operators of the Embassy Theatre were never serious in their efforts to obtain first-run films, today put on the stand Jack Tillman, Northwestern division manager for Columbia Pictures.

Testifying before Federal Judge Edward P. Murphy in the Embassy anti-trust suit against major distributors, National Theatres and its affiliate, Tillman said that in 1947 he invited Leland C. Dibble, partner with Daniel O. McLean in the theatre, to bid for Columbia pictures and that Dibble replied the partners no longer were interested in first-run.

Recalls 20-Year Period

Prior to this, Tillman said, and as far back as 1938, when the partners opened the Embassy, McLean had never evinced interest in first-runs.

Joseph Blumenfeld, head of the 35-house Blumenfeld circuit, will follow Tillman on the stand.

Previous plaintiff testimony has been induced in an effort to show that the Blumenfeld circuit in various areas divided product with Fox West Coast Theatres, one of the defendants.

'Goddess' in S.F. Record

"The Goddess" has achieved a four-day gross of $3,184 at the Presidio Theatre in San Francisco, the best start ever made by a film at that house, it was reported here yesterday by Columbia Pictures.

Music Hall Books 'Cat'

M-G-M's "Cat on a Hot Tin Roof" has been selected by Radio City Music Hall to follow the same company's "The Reluctant Debutante," which is the next attraction.

'Hunters' World Bow Set At Air Force Academy

Twentieth Century - Fox's "The Hunters," story of America's jet aces in Korea, has been invited by the United States Air Force to have its world premiere, Aug. 1, at the Air Force Academy. The showing of the picture will climax a three-day international press preview of the Academy site at Colorado Springs, Colo.

The premiere itself will be held at the present Academy site at Lowry Air Force Base in Denver to enable thousands of cadets quartered there to attend. In addition to the corps of cadets, the premiere will be attended by more than 100 newspaper, wire service and magazine writers and television and radio correspondents, who are being flown to Colorado for the three-day press preview.

May Britt, who stars in the film, and producer-director Dick Powell will head a Hollywood contingent of stars and press, who will be in Denver for the opening.

N.E. Exhibitors, Buyers Honor DeBerry at Lunch

Special to THE DAILY

BOSTON, July 22. – Exhibitors and film buyers from all sections of New England gathered today at the Sheraton Plaza Hotel here for a luncheon testimonial to Edmund C. DeBerry who on August 1 will leave his post of Paramount Eastern division manager to assume his new duties as executive assistant to Hugh Owen, vice-president of Paramount Film Distributing Corporation. DeBerry's promotion was announced recently by Owen.

Bob Sternberg of New England Theatres, Inc., was master-of-ceremonies, and presented to DeBerry on behalf of the exhibitors and film buyers a gold watch appropriately inscribed.

Cameramen's Local Quits Coast AFL-Film Council

From THE DAILY Bureau

HOLLYWOOD, July 22. – The Hollywood AFL-Film Council accepted the resignation of Cameramen's Local 657, at its regular meeting today.

The action reportedly stems from a disagreement over contradictory statements made by Herb Aller, business manager for the cameramen, in connection with the filming of "John Paul Jones" abroad.

Reciprocal Bill

(Continued from page 1)

rule Tariff Commission recommendations for relief for domestic industries.

The Senate bill now goes to conference with the House version, which includes the full five-year extension sought by the Administration.

Film industry leaders have been strong backers of the trade program.

House Group OK's

(Continued from page 1)

to pass. Its Senate future is more questionable.

Under the bill, self-employed people could deduct from their taxable income each year for up to 20 years an amount equal to 10 per cent of their self-employment earnings, up to $2,500 a year. This would have to be put aside in special types of retirement plans. Taxes would be paid when the people retire and start getting the money back, at which time they would, of course, be in far lower tax brackets.

House Bill Calls for Pension-Plan Reports

From THE DAILY Bureau

WASHINGTON, July 22. – The House Labor Committee has tentatively approved a bill requiring employers to make full detailed reports on operations of employe pension plans.

The bill is slated to get final approval tomorrow. It would require all administrators of pension and welfare plans to make sworn annual reports on the operation of the plan, filing these reports with the Labor Department and submitting copies on request to covered employes. Penalties would be provided for failure to make correct reports. The Senate has already passed similar legislation.

Burton Holmes, Creator Of Travelogues, Dies

From THE DAILY Bureau

HOLLYWOOD, July 22. – Burton Holmes, originator of the travelogue, died at his home here today at the age of 88. He had been ill for several months.

Holmes, who retired in 1950, coined the word travelogue in 1897, when he became the first person to use motion pictures to illustrate travel talks.

IT IS EVERYTHING YOU IMAGINED! . . .

Every sultry moment of Tennessee Williams' Pulitzer Prize Play has been captured to make a milestone box-office attraction!

M·G·M presents

Cat on a Hot Tin Roof

This is Maggie the Cat . . .

JACK CARSON · JUDITH ANDERSON

Screen Play by
RICHARD BROOKS and JA

STARRING

ELIZABETH TAYLOR

PAUL NEWMAN

BURL IVES

M·G·M BACK ON TOP IN '58!

NOTE— M-G-M's "Cat On A Hot Tin Roof" follows M-G-M's "The Reluctant Debutante," next attraction at Radio City Music Hall, N. Y.

Based on the Play "CAT ON A HOT TIN ROOF" by TENNESSEE WILLIAMS · in METROCOLOR AN AVON PRODUCTION · Directed by RICHARD BROOKS · Produced by LAWRENCE WEINGARTEN

Television Today

SMPTE Forms Video Tape Recording Unit

The Society of Motion Picture and Television Engineers has formed a video tape recording engineering committee to standardize video tape recording practices in the TV industries, Axel G. Jensen, of Bell Telephone Labs and engineering vice-president of the Society, announced yesterday.

Official scope of the committee, which will be chaired by Howard A. Chinn, CBS Television, will be "to propose standards and good engineering practices for the construction, operation and measurement of video tape recording and reproducing equipment and for those video tape or other characteristics which affect performance and interchangeability."

Deals with 8 Areas

Initially, the committee plans to consider standardization in the following areas: tape (dimensions and identification), tape reels (hub and flange), tape tracks (locations, video-, audio-, control-, and cue-tracks), recorded signal electrical characteristics (video, audio, control and cue), tape leaders, methods of measurement, terminology and tape splicing.

The committee will be composed of engineers experienced in the areas of tape manufacturing, equipment manufacturing and broadcasting. It will also have liaison with other organizations in the television and related fields. The committee has already started preliminary investigation into all the areas tentatively established within the scope of its activities.

Mesibov to Coordinate ABC Unit Merchandising

Sid Mesibov has been appointed coordinator of marketing activities between the ABC TV Network and ABC Merchandising, Inc., marketing department of American Broadcasting-Paramount Theatres, it was announced yesterday by Leonard H. Goldenson, president of AB-PT. Mesibov will work with sponsors, agencies and ABC TV's sales, legal, programming and publicity departments.

In addition to his new duties, Mesibov will continue as the network's director of exploitation and special projects. He reports to Michael J. Foster, ABC vice-president in charge of press information.

New ABC Affiliate

Television station KDRO-TV, Sedalia, Mo., has signed as an affiliate of the ABC Television Network, it was announced here by Alfred R. Beckman, vice-president in charge of ABC-TV station relations.

ABC-TV Names Chester, Grant to New Positions

Giraud Chester has been elected vice-president in charge of ABC television daytime programming, effective Aug. 1, Thomas W. Moore, ABC vice-president in charge of television programming, announced here yesterday. At the same time, Moore announced the promotion of Armand Grant to the post of director of daytime programming for ABC-TV. Both positions are newly created.

Chester has resigned as director of new program development for Ted Bates & Co. advertising agency. Grant has served as executive producer for ABC-TV daytime programs.

Bryna Sets Space Show As Second TV Project

From THE DAILY Bureau

BEVERLY HILLS, July 22.—Bryna Productions, which recently announced its entry into the TV field, has now come up with a space-science series as its second video project. Ray Bradbury, science-fiction author, will write "Report From Space," based on his two books, "The Illustrated Man" and "The Martian Chronicles."

John Fulton will produce and Edward Lewis, Bryna vice-president, will serve as executive producer. MCA now is negotiating with agencies and sponsors on the series.

One Man's TViews

By Pinky Herman

THIS scribbler has often wondered out loud howcome Tony Marvin, one of Arthur Godfrey's most talented regulars, wasn't given his own program. Starting Aug. 18, the singer-actor-announcer will star on his own series, "The Tony Marvin Show," every day from 2:00-4:00 P.M. over WABC. Marvin began his radio career as emcee of Jerry Wald's radio program back in 1930 and after several years performing in soap-operas and announcer at the World's Fair in 1939, he joined as CBStaff announcer, later joining Arthur Godfrey. . . . Tip to Ed CBSullivan: Did you know that your old friend Fred Hillebrand stopped the show last Sunday at the Lambs "Wash" at the Percy Williams Estate with his rendition of his "Tribute to the Stars of Yesterday?" Your program has often hailed the Greats of the Theatre and Fred's thrilling Salute to the grease-paint fraternity is a MUST for your show. . . . Joel Spector, who plans to produce a Broadway musical, "Make A Million," which will satirize TV give-a-ways might do himself a favor by checking with producer Walt Framer who has been peddling a TV package with the same title and offer some sage advice on the subject. . . . Looks like Harold Spina's "Lazy Summer Night" featured in Mickey Rooney's latest MGMovie, "Andy Hardy Comes Home" is headed for the Hit Parade. Harold's previous smash ditties among others are, "Annie Doesn't Live Here Anymore" and (If You Let Me) "Could I Love You." . . .

☆ ☆ ☆

Robert J. Sullivan

Robert J. Sullivan, formerly exec with CBS, joins the Corinthian Broadcasting Corp. (KOTV-Tulsa, Oklahoma, KGUL-TV, Houston, Tex., WANE -WANE-TV, Ft. Wayne, Ind., WISH-WISH-TV, Indianapolis, Ind.) Aug. 1 as director of advertising and promotion. Prior to his CBS affiliation, Sullivan had been associated with DuMont and American Broadcasting Co. . . . Ferlin Husky will CBSub for vacationing Arthur Godfrey for two weeks starting Sept. 1. . . . Lovely Sheila Mathews, of the "Oh Captain" cast is as easy on the orbs as on the ears and belongs on TV. . . . When is a commershill a delight? When the pitch is one of a series produced by Moray Foutz of Academy Pictures for Schaefer in which he combines paper sculpture, animation and live, shots with most unusual film effects from a multiplane camera stand. . . . One of the youngest of radio pioneers, Patt Barnes in Gotham to see his three grandsons. Patt is currently farm director and newscaster at WISN, Milwaukee, Wisc. Patt is one of the originators of the so-called soap operas and with his daughter, Barbara (mother of the three grandsons) did the only "father-daughter" act in radio.

Senate Votes Bill to Scan Gov't Use of TV Channels

From THE DAILY Bureau

WASHINGTON, July 22. – Th Senate passed a bill to set up a fiv member public commission to invest gate the use of television frequenci by government agencies. The idea to see whether the military and oth agencies with radio and TV freque cies can surrender some to the Fe eral Communications Commission f broadcast use.

The House must still act on tl measure.

Change Langford Show To Hour-Length Special

From THE DAILY Bureau

HOLLYWOOD, July 22. – Indu trialist-producer Charles Wick, hea of Splendex Enterprises, has an nounced "The Frances Langfor Show" will be released as an hou length color TV spectacular rath than in weekly half-hour segments tentatively planned. The hour speci show is represented by one year work in filming the many stars at var ous times coinciding with their avai ability.

Incidental Cast Is Impressive

Response to the quality of the in tially shot segments, plus a growin demand for 60-minute telespecials, le to the company's decision, Wic stated. Cast backing up Miss Lang ford in the first show includes Bo Hope, Julie London, George Sander Hugh O'Brian, Edgar Bergen wit Charlie McCarthy and Effie Klinke Bobby Troup, The Four Freshme Murray McEachern, Tony Romano and David Rose and a 28-piece or chestra.

Splendex will produce shows of similar nature and length on an an nual basis, as one of company diverse activities, Wick stated.

Challenge 'Ten' Figure

BOSTON, July 22. – Edward W Lider, president of the Independen Exhibitors, Inc., and Drive-In Thea tre Association of New England, is sued a bulletin here yesterday chal lenging a comparison of grosses fo "The Ten Commandments" at fiv Massachusetts drive-ins with previou films of Paramount pictures played a the theatres. The figures and comparisons were released in New York b Paramount last week and printed i MOTION PICTURE DAILY.

Correction

PHILADELPHIA, July 22.—Joseph Solomon, independent film distributo here, denies a report published i MOTION PICTURE DAILY of July 16 that Neil Hellman, drive-in operato is a partner in his business which re cently took over the Republic ex change here and handles America International Pictures in the Philadel phia area.

ational
re-Selling

THE NAKED EARTH," a Somerset Maugham story, pro- ed by 20th-Fox, with the same k reality involving human emo- ns as most of Maugham's books e, is reviewed in the August issue "Redbook" by Florence Somers. e likes this film made in the heart the African jungle. It is a tale out a European couple who farm untouched soil in this under- veloped continent. Florenee re- rts "the characterizations are re- rkably honest and there is great isfaction watching the reactions of primitive and civilized people to h other."

•

"The Key," the story of how un- ned tugboats plowed the North At- ntic during World War II to rescue ppled victims of submarines, is viewed in the July 21 issue of ife." It says "that the strange ritual a woman's door key runs through newest and one of the most mov- of current flood of films about orld War II." Photos made of phia Loren, William Holden and evor Howard while they were en- ing some of the most dramatic enes of this Columbia film comple- nt the article's text.

•

T.W.A. Airlines ads do their part pre-selling William Wyler's "The g Country." Full page ads featuring egory Peck star of "The Big Coun- " are being placed in key city wspapers across the nation by W.A.

•

"The color ad on "South Pacific" nich appeared in "This Week's" July issue listed the 39 theatres in which e Rodgers & Hammerstein musical now playing. Also the six theatres nich will open the Magna film with- the next few weeks.

•

With the July 21 issue, "Life" oy Campanella on front cover) aches its five billion copy. The first ue appeared on Nov. 23, 1936. We member the Warner ad on "Charge the Light Bridage" in this issue d the pictorial story on "Camille" arring Robert Taylor and Greta arbo. Then "Life" had less than a lf million circulation and now more than six million copies are sold. We were living in Lynbrook, L.I. when the first issues were published, and recall that only 12 copies of each issue were received by the busiest newsdealer in town. He kept these under the counter and sold them to his favorite customers.

•

A striking ad on Columbia's "The Key" starring Sophia Loren and William Holden, appears in the July issue of "McCall's."

•

"Hot Spell," the film about a middle-aged couple whose 25-year-old marriage goes on the rocks during a short, hot vacation, receives considerable attention in the August issue of "Cosmopolitan." Shirley Booth and Anthony Quinn are starred in this new Paramount film.

Walter Haas

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. . . FEATURE REVIEWS . . .

Never Love a Stranger

Allied Artists

Hollywood, July 22

The screen embraces Harold Robbins' best-selling novel of the same title as a tour de force for the remarkable acting ability, hereditary or otherwise, of John Drew Barrymore; and provides the theatrical proving ground for television's Emmy-award director of suspense, Robert Stevens.

The Robbins Production, which the novelist produced with Richard Day from their own screenplay, filmed entirely against authentic New York backgrounds, establishes a strong controversial premise, based on a New York statute, which rules that orphans be raised in institutions devoted to their respective faiths. Exhibitors might do well to explain in ad and publicity copy that it is a New York law lest audience be confused about the film's high point—wherein Barrymore, an illegitimate orphan, raised in a Catholic orphanage, learns that, due to a "law," he must leave the Home because it has been discovered he is a Jew.

Heading the handpicked cast are Lita Milan and Robert Bray, with Steve McQueen impressive as the Jewish boyhood friend of Barrymore, who later becomes assistant district attorney assigned to bring Barrymore to justice.

Barrymore, in love with Miss Milan from boyhood, returns to New York City a derelict, years after running away from orphanage care, and finds her now a night club singer, beholden to Bray, a racketeer who sponsored her career. Barrymore, once employed by Bray, rejoins his mob, then rises above him when he puts an end to gang wars as a self-appointed czar operating from New Jersey.

Barrymore ignores his friend McQueen's advice to give himself up, but changes his mind when he learns that Miss Milan is still true to him, and Bray has plotted to kill him, McQueen and Miss Milan. In a last minute effort to square himself with McQueen, Barrymore tries to prevent the killing of Salem Ludwig, whom he had agreed to let retire from the mob, but suffers a fatal wound himself in a gunfight which also puts an end to Bray.

Running time, 91 minutes. Adult classification. Release, in July.

Samuel D. Berns

Man or Gun

Republic

Plainfied, Conn., July 22

Macdonald Carey, Audrey Totter, James Craig, James Gleason and Warren Stevens top the sizable cast of this rather ambitious Albert C. Gallaway production under the Republic banner.

Screenwriter Vance Skarstedt doubled as producer for executive producer-director Gannaway and between the two of these knowledgeable gentlemen, "Man or Gun" gets going fast, hard and handsome from the initial sequence and rarely lets up, suspense-wise. It figures to take good care of itself in the action situations as well as on the lower half of family programs. Photography is in Naturama.

The original screenplay by Skarstedt and James J. Cassity has wandering cowpoke Carey happening across a half-buried saddlebag, holding a gun, in a remote desert waterhole. Shortly after arriving in strife-torn Dutch Flat he puts the gun to adroit use, aiding and abetting saloonkeeper Audrey Totter in cleaning up a mess of bad 'uns, headed by James Craig. Sheriff James Gleason and Miss Totter's ever-admiring boy friend, Warren Stevens, are mighty glad yonder strangers crossed her threshold.

Hal Levy's responsible for lyrics to the title song, and Gene Garf and Ramez Idriss provided a suitably stirring score.

Running time, 79 minutes. General classification. Release, not set.

A. M. W.

Ride a Crooked Trail

U-I—CinemaScope

Hollywood, July 22

Audie Murphy and beautiful Gia Scala, assisted by unusually fine portrayals by Walter Mattheau and young Eddie Little, put this colorful CinemaScope western in the above average class. Howard Pine's production values, coupled with well-paced direction by Jesse Hibbs, builds interest in the Borden Chase script, which uses the old western river town of Little Rock for its flavorful setting. Photography is in Eastman color.

Based on a story by George Bruce, the action gets underway as Murphy, whose background as a boy threw him into a life of crime, manages to escape a bank holdup. When he rides into the town of Little Rock, Judge Mattheau, who controls law and order in his own fashion, mistakes Murphy for a famous sheriff. He insists that Murphy take on the job of town marshal.

This gives Murphy a chance to plan another bank holdup without suspicion.

When Miss Scala, friend of a rival outlaw, shows up on the river boat, Murphy forces her to withhold his identity and pose as his wife. She finds herself becoming attracted to Murphy and a young orphan, Eddie Little, whom the Judge has asked her to house until proper arrangements can be made for his adoption in an acceptable home.

Henry Silva, the rival outlaw, rides into town, but Murphy prevents him and his men from two attempts at robbing the bank. His actions relieve the judge's suspicion that he is a dangerous renegade. When he captures Silva and retrieves the loot, the judge asks Murphy to take the job as marshal on a permanent basis, and says that he will marry Murphy and Miss Scala.

Running time, 87 minutes. General classification. Release, in August.

S. D. B.

Cleveland IA Local Votes Retirement Plan

Special to THE DAILY

CLEVELAND, July 22. – Motion picture operators, members of Local 160, IATSE, at a special meeting, voted unanimously to put into effect a voluntary compulsory retirement plan at the age of 70 years. The plan will become operative as of Dec. 31, 1959, thus giving those members immediately affected an opportunity to make their plans for the future.

Perry Carter, head of Local 160, says the new retirement plan is a direct outgrowth of the pension plan that was put into operation the first of the year. The pension plan provides for theatre owners to pay five per cent of the projector's payroll into the fund, and the operator to pay one per cent of his pay into the fund.

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The Prize Baby can't give you a guarantee against drowning . . . but you're definitely sunk without trailers!

So, to keep your head above water and buoy up your boxoffice, remember that trailers are a life saver at drop-in-the-bucket prices. Truly, the returns from trailers should make your head swim!*

**Sindlinger's most recent report on trailer impact prepared for national theatre clients reveals that trailers influence the expenditure of 42.9 cents out of every dollar in boxoffice admissions. Opinion Research Corp. of Princeton's Survey for the Motion Picture Association gives trailers "top mention" for reliability above all other forms of motion picture advertising. Copies of both reports available on request.*

All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

L. 84, NO. 17 NEW YORK, U.S.A., THURSDAY, JULY 24, 1958 TEN CENTS

chibitor Appeal

ˌsk High Court ˌill Pa. Ban ˌn Sun. Films

tes Film Shown on TV ; Same Time as Theatre

From THE DAILY Bureau

ˌVASHINGTON, July 23. – A ˌnsylvania exhibitor asked the Su- ˌme Court to declare unconstitu- ˌnal the state's ban on Sunday film ˌwings.

He particularly challenged the pro- ˌety of denying an exhibitor the ˌht to show a film when the same ˌn is being shown at the same time television.

The appeal to the high court was ˌen by Robert John Grochowiak,

(*Continued on page 4*)

ouse Approves Bill for mall Business Loans

From THE DAILY Bureau

WASHINGTON, July 23.–The ˌuse approved a bill designed to ovide more long-term loans and uity capital for small businesses.

The Senate has already passed a nilar bill, but a Senate-House con- rence will be required to iron out

(*Continued on page 4*)

ustice, FCC Will Get mathers Bill Records

From THE DAILY Bureau

WASHINGTON, July 23. – Senate ommerce Subcommittee Chairman ıstore (D., R. I.) said the hearings cord on the controversial Smathers ill would be sent for comment to the ıstice Department and Federal ommunications Commission.

The Smathers Bill would require

(*Continued on page 6*)

Television Today Page 6

Urge Appeals To Tax Group

From THE DAILY Bureau

WASHINGTON, July 23. – With the Senate Finance Committee scheduled to start executive-session consideration tomorrow of the excise tax revision bill, exhibitors from states whose Senators serve on the committee are being asked to contact their Senators for admissions tax relief.

Robert W. Coyne of the Council of Motion Picture Organizations, was here today conferring with Senator

(*Continued on page 4*)

Tells of Suit Threat At Embassy Trial

Special to THE DAILY

SAN FRANCISCO, July 23. – Circuit operator Joseph Blumenfeld testified on the witness stand in the Embassy monopoly suit today that he did not divide film product with Fox West Coast Theatres and said he had threatened a monopoly suit in 1945 against FWC, United Artists Corp. and Selznick International Productions

(*Continued on page 4*)

'U' Including Old Film Clips in Newsreels

Universal Newsreel has begun including news clips of highlights of the reel of 25 years ago which have pertinence today in its regular releases. The innovation was begun early this month and favorable reaction brought about a repeat of the stunt in the July 22 release. The plan now is to include some of the old-time

(*Continued on page 6*)

Decision on Test Seen Shelved for Year

FCC Again Postpones Approval of Toll-TV

Deferred to Give Congress Opportunity To Consider, and Act, Next Session

By J. A. OTTEN

WASHINGTON, July 23.–The Federal Communications Commission today agreed to postpone again its approval of any toll-TV test.

The commission acceded to the request of House Commerce Committee chairman Harris that approval of subscription television be held off until Congress has had a chance to consider and act on the matter next year. Formal announcement of the FCC action, taken at an all-day session, was withheld until Harris has been notified tomorrow or Friday.

Members of the commission were rather vague regarding the exact

(*Continued on page 6*)

Order for Building Changes Is Appealed

Special to THE DAILY

ALBANY, July 23.–Philip F. Harling, of Fabian Theatres, has filed with the State Board of Standards and Appeals a petition for a "variation," or other relief, in connection with an order issued June 10, for construction changes at the Strand Theatre in Port Jervis.

The order calling for 15 changes was filed by a state inspector, according to

(*Continued on page 4*)

House Unit Agrees in Boost in S-S Taxes

From THE DAILY Bureau

WASHINGTON, July 23. – The House Ways and Means committee tentatively agreed to boost the amount employers and workers would have to pay in social security taxes starting next Jan. 1.

The increases were aimed at paying

(*Continued on page 6*)

U.K. Remittance Talks In D.C. Again in Sept.

Preliminary exchanges between the Motion Picture Association of America and British Board of Trade officials in London have established that negotiations for the renewal of the British monetary agreement with the American film industry will again be held in Washington in September, as they have been for the past several years.

A definite date for the talks has not

(*Continued on page 4*)

Big Advance Interest in Tickets for 'Old Man'

Management of the Criterion Theatre here reported yesterday that, within 24 hours of the announcement that the theatre would open the world premiere engagement of Warner Bros.' "The Old Man and the Sea" on October 7, the theatre switchboard was deluged with telephone calls inquiring about purchase of tickets. Many of the requests were for performances as far in advance as Christmas and New Year's.

Tickets for the two-a-day, reserved seat showings of the film will be on sale at the box office shortly.

French Film Industry Patron Survey Compared with Results of MPA's Here

A survey of the public and its movie-going habits in France, similar to the one conducted in this country last year by the Motion Picture Association, was recently completed there by the Centre National De La Cinematographic. Results of the poll, in which personal interviews were conducted in all sections of France to obtain a representative cross section outlook, have been published in a 30-page, illustrated booklet received in New York this week.

Many of the points covered in questioning of the French public were exactly the same as those asked of Americans, including characteristics of the movie audience and factors motivating attendance and non-attendance.

In regard to attendance some 54 per cent of the American public re-

(*Continued on page 2*)

PERSONAL MENTION

CHARLES M. REAGAN, theatre owner and former distribution head at M-G-M, will leave New York at the weekend for a 10-day visit to Europe.

•

Eric Johnston, Motion Picture Association of America president, is scheduled to leave here for Paris next Thursday.

•

E. C. **Raftery**, film attorney and member of the board of List Industries, is en route back to New York from San Francisco, where he testified in the Embassy Theatre anti-trust case.

•

Edward Morey, Allied Artists vice-president, left New York last night for Chicago, where he will attend the national convention of Ideal Pictures, AA's 16mm. distributor.

•

Morris Lefko, Michael Todd Co. vice-president in charge of sales, will leave New York on Monday for Cleveland.

•

Emery Wister, amusement editor of the "Charlotte News" and Motion Picture Daily correspondent in that city, will leave there on Aug. 1 for his annual visit to Hollywood.

•

Carole Jacobs, daughter of **Max Jacobs**, former independent film distributor in Cleveland, has announced her engagement to **William Lipton** of that city.

'Island' Showing Brings Demonstration in South

Special to THE DAILY

WETUMPKA, Ala., July 23. — The Dixie Drive-in Theatre here was forced to cancel its engagement of "Island in the Sun" when about 200 demonstrators gathered at the drive-in entrance to prevent patrons from entering. The demonstrators, one of whom said he was a member of the White Citizen's Council, blocked the gates of the drive-in with automobiles.

The drive-in had advertised the picture as "one that has been banned all over the South. While we dare to show it, we do not endorse it. Make up your mind about seeing it."

Shortly after the demonstrators arrived the power line to the drive-in was cut and showing of the film stopped. The some 15 to 25 cars of patrons present were allowed to leave.

New Loew Miami House Opening Set August 7

The Loew's circuit will open its newest indoor theatre, Loew's 170th Street Theatre, Miami Beach, in the heart of Motel Row, on Thursday, August 7, it was announced here yesterday by John F. Murphy, Loew vice-president. The inaugural screen attraction will be the first-run showing in the area of Brigitte Bardot in "La Parisienne."

The new 1,100-seat theatre is the focal point of a huge shopping center which provides parking accommodations for 600 cars. House is seated with American Seating's "Bodiform" rocking-chair type seats. Phillips projectors, in combination with a 60-foot Hurley lenticulated screen will enable the theatre to present all film processes, including Todd-AO and Cinemiracle, it was stated.

Jim Shanahan, of Ernie Emerling's home office ad-publicity department, arrives in Miami Beach today to assist Donald Baker, resident manager, in staging an intensive pre-opening promotion campaign.

Loew's 170th Street was built by Milton Sirkin and Brothers. Harry Moskowitz, Loew's chief construction engineer, represented Loew's during the period of erection and furnishing. Sound installation was supervised by John Kohler, head of Loew's projection department.

Seven Directors Are Nominated for Award

From THE DAILY Bureau

HOLLYWOOD, July 23. — Directors of seven films released during the first half of 1958 have been nominated for achievement awards by the Screen Directors Guild, according to George Sidney, president.

The directors and pictures include Edward Dmytryk, "The Young Lions"; Richard Fleischer, "The Vikings"; Alfred Hitchcock, "Vertigo"; Martin Ritt, "The Long, Hot Summer"; George Seaton, "Teacher's Pet"; Delmer Daves, "Cowboy"; and Richard Brooks, "The Brothers Karamazov."

Additional feature films will be nominated for directorial achievement during the third and fourth quarters of this year. Final awards for 1958 will be presented at the directors' Guild annual dinner-dance early in 1959. All pictures nominated for directorial achievement awards are screened for Guild members at the theatre of the Screen Directors Guild.

To Reopen Iowa House

MORNING SUN, Ia., July 23. — Ed John Kramer has purchased the Cozy Theatre here and will reopen following installation of new equipment. The house had been closed since February.

Interstate Takes Ad in Dallas 'Future' Issue

Special to THE DAILY

DALLAS, July 23. — Interstate Theatres participated in special section of the "Dallas Times Herald" last Sunday in celebration of the newspaper's new building. The theme of the section was "Life in 1980" with stories and features devoted to the future.

The full-page Interstate ad, which featured stills from current films along with cuts of Karl Hoblitzelle and R. J. O'Donnell, was institutional in nature. Part of the copy read: "Since 1907, Interstate Theatres have been a unique and dynamic force in the life and growth of Dallas . . . The recreational and cultural facilities of a community provide it with prestige and are a recognized factor in its development into a metropolitan center. Interstate takes pride in its contribution for more than 50 years to the distinctive personality of Dallas."

Dick Clark Will Host Bow of 'Certain Smile'

ABC-TV star Dick Clark will officially host the gala charity world premiere of 20th Century-Fox's "A Certain Smile" on July 31 at the Paramount Theatre here. The benefit debut will be held under the auspices of the Nephrosis Foundation of New York. Clark will greet and interview each of the arriving civic and entertainment world celebrities in front of the Paramount for telecast later on his "American Bandstand" program and Movietonews.

Clark will also greet the honored guests of the evening—the French delegation to the United Nations. In keeping with the picturesque French backgrounds photographed for "A Certain Smile," the Paramount will be given a Gallic motif for the opening—French newspapers will decorate the entrance, six Cafe De Paris girls will "Can Can" for the expected crowds viewing the affair, and ushers, dressed as French gendarmes will escort each of the guests to Clark's microphones.

Loew's Will Continue Summer Film Fair Here

Loew's Summertime Movie Fair will continue in New York City during August and early September, according to an announcement by Eugene Picker, vice-president of Loew's Theatres.

The schedule is as follows: Aug. 6, "King Creole"; Aug. 13, "God's Little Acre"; Aug. 20, "Kings Go Forth"; Aug. 27, "Rock-A-Bye-Baby." All films will be shown with a co-feature.

French Surv

(Continued from page 1)

ported that they were going t theatre less than they had in the few years. In France only 29 per said they had cut down on their tre-going in the years between and 1957.

24% 'Don't Have Time'

In the U. S. 22 per cent said decreased attendance was due to vision; 10 per cent to lack of tim 5 per cent to other activities. O other hand, in France only 15 per of those interviewed gave TV a reason for going to the movies Some 24 per cent of the Frenc said they "don't have time" for vies and other reasons included " like movies," "do not have the me and "it's too far."

As to what motivates the pa to go see a picture many of the tors were the same in both sur These included the desire to s certain actor, advertising, wor mouth, reviews, and the subject ter, among others.

Evenly Divided on Duals

On the subject of double fea the MPA survey showed the publi most evenly divided with 50 per for single features, 49 per cent duals and one per cent no prefer In France the question and ans were broken down this way: 25 cent prefer one new and one old ture film; 18 per cent two new ture films; 18 per cent a new fe and a short subject; and the rest no opinion.

Other highlights of the French vey:

Color is preferred to black- white by 89 to 11 per cent.

94 per cent like newsreels.

Roadshow films on a reserved policy are not objectionable to 36 cent while 58 per cent don't like t

In going to the theatre 86 per said they don't take their childre

In the type of subject matter ferred, romance led the field follo by thrillers, historical drama, ad ture, comedy, musicals, war, and v erns.

Some 17 per cent said they go ularly each week to the same the without bothering to find out is playing there.

M-G-M Acquires 'You

HOLLYWOOD, July 23. — M- has acquired the rights to film "S Bird of Youth," new play by Ten see Williams which will open Broadway in March next year, st head Sol C. Siegel announced to The company recently completed ing of Williams' "Cat on a Hot Roof."

MOTION PICTURE DAILY. Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Floyd E. S
Photo Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager. TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Vi
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ington, D. C.; London Bureau, 4, Bear St. Leicester Square, W. 2, Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in
principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rocke
Center, New York 20, Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-
dent and Treasurer; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 times a
as a section of Motion Picture Herald; Television Today, published daily as a part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fame. Entered as s
class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign. Single copies,

ys Festival Awards Help at Box Office

Special to THE DAILY

ICAGO, July 23.—Foreign festi- vards not only bring prestige to ion picture but can mean extra s in the domestic market, in the n of David B. Wallerstein, presi- of Balaban & Katz. The circuit oked Stanley Kramer's "The De- Ones" into its key Roosevelt re here starting Aug. 14. The d Artists release was honored ly at the Berlin Film Festival co-star Sidney Poitier won the Bear Award for his perform-

ternational Awards Respected

ere was a time when the trade nted festival awards, and ex- rs thought that only Academy ls meant something to the do- box office," Wallerstein said. o longer true. The public knows ny award won in international etition, especially at a major like the Berlin Film Festival, s it's a great picture.

e had the experience with y', when grosses increased after l won a Cannes Festival Award, efore it had won its Oscars. We l to feature Sidney Poitier's Ber- ward in our ads and displays."

lywood Has 32 Films Work This Week

From THE DAILY Bureau

LLYWOOD, July 23.—With the of two pictures this week and the letion of one picture in produc- there are 32 pictures in work e week.

rted were: "Green Mansions," naScope, Metrocolor (Metro- wyn - Mayer); "Between the der and the Sun," Color, Seven Production (Paramount).

mpleted were: "The Roots of en," Darryl F. Zanuck Prods., naScope, DeLuxe Color (20th ry-Fox).

k 'Imperial Woman'

ke Todd, Jr., has entered into iations with Stratton Productions e movie rights to Pearl Buck's ical novel, "The Imperial Wo- ' Stratton is a company formed oducer-director Tad Danielewski uthor Buck, which controls all to the property. The negotia- involve Miss Buck and Daniel- developing the script in con- on with Mike Todd Productions n a screen version of the book, ly under Danielewski's direc- Elizabeth Taylor would star in itle role.

Tear Down Gayety

LUMBUS, O., July 23.—Gayety tre, landmark for the past four les on South High Street in town Columbus, is being torn to make way for a parking lot. Gayety housed films, stock, eville and burlesque in its long r.

MARKING 25 YEARS: An official citation from the City of New York for "distinguished and exceptional service to the city and its citizens" was presented to Harry Brandt (center) yesterday on the occasion of the 25th anniversary of the founding of the Independent Theatre Owners Association. Brandt has been president of the exhibitor organization since its inception in 1933. The award was presented by Mayor Robert F. Wagner (right) at ceremonies at City Hall which were attended by over 150 members of the film industry. With Wagner and Brandt above is the latter's wife.

Farewell Dinner for Para. Albany Office

Special to THE DAILY

ALBANY, N. Y., July 23. — Filmrow bade farewell to the Paramount office staff at a dinner given Monday by Local F-43, IATSE, at Sleasman's Restaurant, outside Albany. Richard Young, president of the front office workers union and booker at 20th Century-Fox, acted as toastmaster. He lauded the Paramount employes, expressed sorrow at their impending departure, and wished them "Good luck and God speed." Daniel R. Houlihan, who moves to Boston as Paramount branch manager next Monday, replied for his staff.

'Competitors' in Tribute

Several exhibitors and managers of other exchanges were among the 50 attending the dinner. It was the fourth such affair F-43 had arranged on the closing of Albany branch offices, since April, 1956. In one case, that of Warners, there was a reopening, with a reduced staff, later.

Paramount salesman Howard Smidt will remain as local representative, while booking manager Francis Lynch is being shifted to the company's office in Buffalo.

New Job for Hough

CHARLOTTE, N. C., July 23.—Ogburn Hough, district supervisor of Stellings-Gossett Theatres, who has been serving as manager of the Center Theatre here, has resigned to accept the managership of the Parr Theatre in Lancaster, S. C. He was succeeded here by George Geanito, who was transferred here from the Manor Theatre in Wilmington.

Leo Jones Dies; Was Veteran Exhibitor

Special to THE DAILY

CLEVELAND, O., July 23. — Leo Jones, owner of the Star Theatre in Upper Sandusky and a theatre exhibitor for many years, died suddenly Tuesday night at his home there shortly after returning from Cleveland. He had spent Monday and Tuesday on Film Row here apparently in good health.

An ITOO Board Member

Jones was a leading industry spokesman in this area and a former board member of the Independent Theatre Owners of Ohio. Surviving are his wife and two sons.

Special 'Want' Showings

Figaro, Inc.'s., "I Want to Live," starring Susan Hayward, will be previewed in 20 key cities for criminologists, local bar associations and organizations interested in prison reforms. Producer Walter Wanger and director Robert Wise will host these screenings of the United Artists release which deals with the life of Barbara Graham, a California "B" girl executed for murder.

Named Wompi Delegate

CHARLOTTE, N. C., July 23.—Mrs. Irene Monahan of the Howco Exchange here, has been elected a delegate to the WOMPI national convention in Denver, Colo., Sept. 12-14. Mrs. Monahan and Mrs. Alice Craver, the president, will represent the Charlotte club at the three-day meeting. A number of other Charlotte Wompis are planning to attend the three-day session.

PEOPLE

Stanley Kramer will appear as guest on the NBC-TV panel show, "Youth Wants to Know," to be telecast Sunday, Aug. 3, 4:30-5 P.M. He will discuss film censorship and the "adult" type of pictures.

□

Gordon W. Hedwig, formerly president of Nu-Art Films, has joined Movielab Film Laboratories as assistant to **Benjamin Bloom**, sales manager.

□

Theodore Moisides has been named manager of the Ritz Theatre, Albany, N. Y., succeeding **Paul Laube**, who has resigned. **James Sloyan** has been named assistant manager at the house.

□

Michael de Lisio, for 12 years national magazine contact at M-G-M here, is leaving the company to operate on a free-lance basis.

□

Ed Gavin, veteran distributor formerly with Paramount, has been named branch manager in Milwaukee for American International Pictures.

□

Seymour Heller, partner in the personnel management firm of Gobbe, Lutz, Heller and Loeb, has been elected to the presidency of the Conference of Personnel Managers for the coming year.

□

Michael Mindlin has resigned his post as advertising-publicity director of Figaro, Inc., to become production associate to **David Merrick**, Broadway producer.

□

Jack Y. Brodsky, associated with the Stanley Warner Corp. for over 25 years, most recently in production activity on the Cinerama features, "Search for Paradise" and "South Seas Adventure," has been named contact manager in Philadelphia for the company.

□

Arnold Kaufman, vice-president of RKO Teleradio Pictures, has been elected an operator trustee of the Welfare Trust Fund of the American Guild of Variety Artists.

Ticket Buys Show, Swim

BALTIMORE, July 23.—An admission ticket purchased for Carlin's Drive-in Theatre here between 6 and 7 P.M., Monday through Thursday, admits the patron to a swim at the adjacent Olympic Pool until 8 P.M., it has been announced by Stanley Stern, manager.

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Pa. Film Ban

(Continued from page 1)

manager of the State Line Drive-In near Antrim Township. He was arrested for showing a film on Sunday in June 1956, found guilty by a local justice of the peace, and had his conviction upheld by a succession of state courts.

The Pennsylvania law bans the commercial showing of films completely on Sunday morning, and bans their showing after 2 P.M. unless approved by local voters.

Cites Showing on TV

Grochowiak pointed out the film he was showing that Sunday was being shown on television in the area at the same time. He said this created an unconstitutional discrimination against theatre owners. His attorneys also challenged the law as an unconstitutional violation of freedom of the press and an unconstitutional preference for religious organizations.

Tells of Suit Threat

(Continued from page 1)

concerning the showing of "I'll Be Seeing You."

The 35-house Blumenfeld chain originally was named a defendant in the $8,000,000 Embassy anti-trust suit but in pre-trial conferences before United States Judge Edward P. Murphy, it was mutually agreed that a separate trial at a later date would be held on the claims of Embassy owners Daniel O. McLean and Leland C. Dibble that they were "frozen out" in first run rentals. Current defendants are the eight major distributors, National Theatres and FWC, a NT subsidiary.

Under questioning by Macklin Fleming, attorney for Columbia and Universal, Blumenfeld told of "constant quarrels with producer representatives about the showing of their pictures." He cited the instance of losing out on "I'll Be Seeing You" to the Fox in San Francisco and his subsequent threat to sue and also to complain to the Department of Justice of anti-trust law violations. At this point Fleming read into the records this telegram Blumenfeld sent FWC on February 6, 1945:

Text of Telegram

"We are advised that you and Selznick International have conspired and are now conspiring to induce United Artists Corp. to commit breach of its franchise to us and to exhibit at United Artists San Francisco Selznick International Production 'I'll Be Seeing You.' We will hold you, Selznick International and United Artists liable for all damages we will suffer by reason of your conduct as co-conspirators and we propose to transmit this information to attorney generals office as evidence of monopolistic practices engaged in by you and also as evidence or unfair competition and of the coercive conduct on your part in which you are compelling Selznick International and United Artists to acquiesce."

Appeal Building-Change Edict

(Continued from page 1)

records presently available at the Board of Standards and Appeals' local office. When a copy of the order is received a date for a hearing on the appeal will be fixed. An eight-day notice is necessary.

The board, whose chairman is Admiral William S. Maxwell, grants variations where it deems a "hardship" would be created by strict enforcement of Code 36, covering places of public assembly.

'Will Immediately Comply'

A memorandum filed by Harling stated that with reference to six parts of the order, "The petitioner (Port Jervis Theatre Corporation) will immediately comply." However, with reference to one section listed, "The petitioner requests an extension of 90 days, in order to consult with the architect, who has advised him there are new devices and equipment which are being tested, and decision as to the adequacy of the system should be forthcoming at that time."

With reference to another part of the order, the petition set forth, "There are two projectionists in attendance at the theatre at all times and therefore the necessity of a water closet is not necessary according to the order."

The memorandum declared, with reference to a third section of the directive, that "In order to increase the area of the booth, a great hardship would prevail, as it would require a complete reconstruction as well as the tearing down of the present partitions."

"The additional space involved," continued the appeal, "is very slight. In fact, the present booth conforms in all respects, except that the height lacks 11 inches and width, approximately 22 inches. This booth has been in existence as a continuous maintenance, however, for the past 40 years, and it would be a great hardship at this time to effect any change.

"As to another portion of the order, where "certain shutters are required, it would be necessary to actually rebuild the booth as stated above."

Reconstruction Required

"The air changes requested under this rule would require complete reconstruction of the entire booth," according to still another statement in the application for variation.

"Furthermore," concluded the petition, "it should be borne in mind this theatre is not in constant use. In fact, it only operates approximately four hours per night and week-ends. The balcony where the booth is located is seldom used, even when the theatre is in operation."

"There is complete safety and ventilation. The operators in this booth have been employed in the theatre for the past 26 years without change."

Urge Appeals

(Continued from page 1)

Kerr (D., Okla.), who plans to offer a proposal to exempt from tax the first $1.50 of admissions charged. The committee is expected only to discuss the bill tomorrow, with voting unlikely before Friday at the earliest and more likely not before next week.

Several committee members said they thought the chances were that the committee would vote to keep all major rate cut amendments out of the bill.

Coyne Contacting Committee

Coyne said he was contacting members of the committee himself, and it was understood key exhibitors around the country are doing the same.

Chairman Byrd (D., Va.) is expected to oppose Kerr's efforts, as will the Administration.

UK Remittances

(Continued from page 1)

been set yet but the current agreement expires Sept. 28 and negotiations ordinarily are held a few days in advance of the expiration date. Sir Frank Lee is expected to head the British delegation, while Eric Johnston of MPAA and Ellis Arnall of SIMPP will head the American negotiators. A renewal of the present agreement for one year is anticipated.

The agreement permits the remittance of $17,000,000 of American film earnings in Britain, plus bonus provisions.

'Ranger-City of Gold' In England Tomorrow

United Artists' "The Lone Ranger and the Lost City of Gold" will be launched in England starting tomorrow, with Clayton Moore, who plays the masked rider, making his first stage appearance in Britain at the London Pavilion Theatre, where the UA release begins its first engagement in England.

Heavy Promotion Planned

A full schedule of press interviews and TV appearances is slated for the Lone Ranger in addition to his personal appearances in 11 cities, including Scotland and Ireland, where the picture will be playing.

House Approves

(Continued from page 1)

differences. The measure would authorize the Small Business Administration to advance funds to small business investment associations, which would in turn provide the funds for small business firms. The House stipulated that the investment associations would be state-chartered, while the Senate provides for chartering by the SBA.

4 Months for 'Wind'

Louis de Rochemont's "Windjammer," in Cinemiracle, enters its fifth month at the Roxy Theatre here today.

New Figures Comparin 'Ten' with Other Films

Edward G. Chumley, U.S. a Canadian sales manager for "The T Commandments" at Paramount, y terday released additional gross figu on business the picture is doing drive-ins.

According to Chumley, the V Dyke Drive-in, Warren Townsh Mich., grossed $14,279 with "Co mandments" in the first week, against four-day figures for "Gunfi at the O.K. Corral," "That Cert Feeling," and "The Proud and Profane," of $2,564, $1,298 and $7 respectively.

Points to Eugene, Ore.

Chumley said that in Eugene, O the North End Drive-in recorded $ 239 in the first week of "The Commandments," compared to the day top Paramount grosses of $2, and $1,563 for "Gunfight at the O Corral" and "The Man Who Kn Too Much," respectively.

He revealed that in Oaklawn, the Twin Open Air Drive-in gros $14,499 in the "Commandments" week, which included two days rain. Seven-day figures for prior Paramount grossers, "The Man W Knew Too Much," "Pardners" "Gunfight at the O.K. Corral," w respectively, $6,969, $6,960 $7,854.

According to the sales execut the first two days of "Comma ments" with a Tuesday opening at Skyvu Drive-in at Idaho Falls, Id yielded $1,642 as against $832 four days (including a Saturday) "Gunfight" and $572 for four (including a Sunday) of "The R maker."

Popular in Wisconsin

In New Berlin, Wis., the Hi 15 Drive-in came up with $8,378 the first five days of "Comma ments," whereas five days (inclu Saturday and Sunday) for "Gunfi brought the drive-in $2,730, and days (including Saturday and day) for "Pardners" resulted in a g of $1,467.

Chumley said the opening day g of approximately $1,000 for "C mandments" at the Bell Drive-in, ramento, Cal., equalled the full en-day gross at the location f "War and Peace." He also pointed that at the Super 50 Drive-in, ston Lake, N. Y., it grossed $2 in the first five days of "Comm ments," against $1,555 in nine for "Gunfight."

Far Ahead in Upstate N. Y.

Four-day figures at the Hu River Drive-in, Stillwater, N. Y., "Commandments" $3,392, "The I cate Delinquent" $899, and "Te er's Pet" $926, with the latter pictures' dates including a Su and a Saturday, respectively.

'White' to Normandie

"White Wilderness," the fift Walt Disney's True-Life Adven series, will be the next attractio the Normandie Theatre here.

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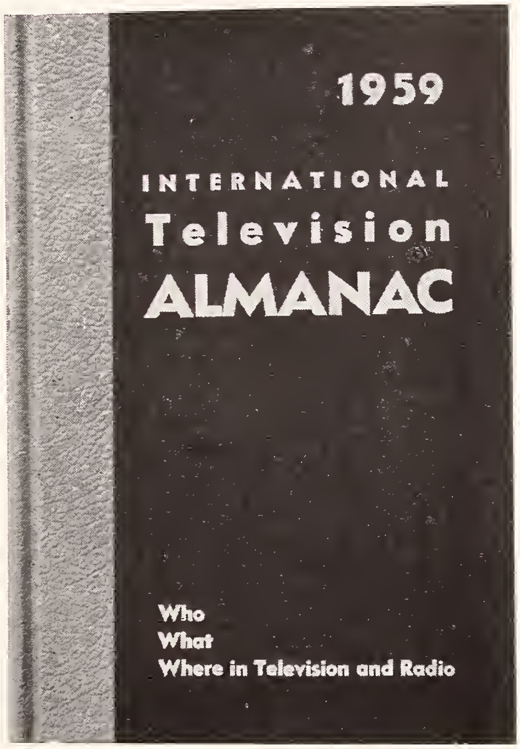

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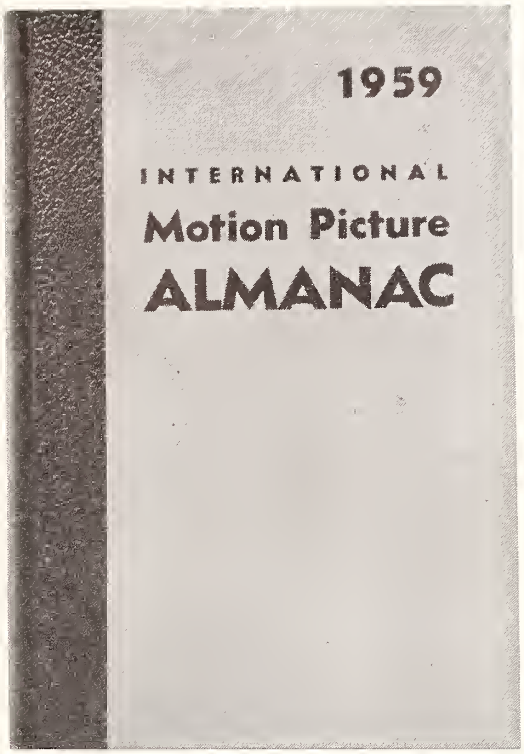

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Television Today

RCA Six-Month Earnings Reported $13,544,000

Sales of the Radio Corporation of America in the first half of 1958 were $542,554,000 compared with a record high in 1957 of $564,990,000, David Sarnoff, chairman of the board, and John L. Burns, president, announced yesterday.

RCA earnings, after Federal income taxes, amounted to $13,544,000 for the first half of 1958, as compared with $20,311,000 for the same period last year.

After payment of dividends on the preferred stock, this net profit represents earnings on the common stock of 86 cents per share, compared with $1.35 per share earned in the first half of 1957.

Sales during the second quarter of 1958 amounted to $264,215,000, compared with record second quarter sales of $269,217,000 in 1957. Net profit after Federal income taxes totaled $4,540,000 for the second quarter as compared with $7,501,000 for the same period last year. Common share earnings in the three months ended June 30 amounted to 27 cents, compared with 48 cents in the same period in 1957.

Changes Set in RCA TV Field Sales Structure

Special to THE DAILY

CAMDEN, N. J., July 23. – In a move to strengthen sales activities across the country, several changes in the RCA Victor Television Division's Field Sales structure were announced today by James M. Toney, vice-president and general manager of the division.

Under the new plan, three district sales managers have been appointed as follows: D. R. Roark has been named Eastern district sales manager with headquarters at Cherry Hill, N. J.; C. J. Walker will act as Central district sales manager at Chicago, and D. J. Gentile will serve as Western district sales manager out of Los Angeles. Twenty-one field salesmen will cover all districts of the United States.

George Fearnaught, who has been field sales manager, will head a new sales activity within the division.

Justice and FCC

(*Continued from page* 1)

broadcast licensees to get rid of record or music-publishing subsidiaries. It has been backed by ASCAP as a blow against BMI.

Pastore made his comment as the subcommittee today wound up its long drawn-out hearings on the bill. Final witness was Samuel Rosenman, BMI attorney, who hit back at earlier ASCAP testimony.

New Series on Railroad Police Being Readied

"Railroad Police," a dramatic series based on factual stories taken from the files of the Protective Division of the Association of American Railroads, is being prepared for production by Flamingo Telefilm Sales. Roger Carlin will develop and produce the series, which will be filmed with the cooperation of railroads in the United States and Canada.

Herman Rush, president of Flamingo, said shooting will begin prior to the first of the year on actual location in New York, Detroit, Toronto and Montreal.

Drama on Stalin Set For 'Playhouse 90'

"The Plot to Kill Stalin," dealing with the conspiracy against the late Russian dictator, will be the premeier presentation of "Playhouse 90's" third season on the CBS Television Network, Thursday, Sept. 25 (9:30-11:00 P.M., EDT). David Karp is the author of "The Plot to Kill Stalin," which will be produced by Fred Coe and directed by Delbert Mann. Harrison Salisbury, Moscow correspondent for the "New York Times" from 1947 until after the death of Stalin in 1953, assisted Karp in his research.

One Man's TViews

By Pinky Herman

THE 3 B's in music stands for Bach, Beethoven and Boogie-Woogie; but to entrepreneur Lester Lewis the 3 B's means only Beauty, Brains and Brothers (Dr. Joyce–that is) the gal who won the jackpot recently on the "64,000.00 Dollar Question." Lewis signed her up and immediately sold the "Dr. Joyce Brothers Show" to NBC and starting Mon., Aug. 4 she'll do a daily half-hour question and answer series over WRCA-TV. . . . Columbia Records may reprise Gloria Wood's click platter of a few years ago titled, "Hey, Bellboy," a razzamatazz jazz number. . . . John J. Cole and Beverly Hills Productions have concluded a $1.5 million dollar deal which calls for Guild Films to distribute all Bev. Hills cartoon productions for the next five years. Initial package of 150 color films in the "Spunky & Tadpole" series have already been sold to WPIX (N.Y.) WRCV-TV, Philadelphia and KBET-TV, Sacramento, California. . . . Frank Bunetta will direct the new "Garry Moore CBShow" when it makes its evening debut next month. . . . Jimmy Durante's LP album for Decca, "Club Durante," a smash so the Schnozz is preparing a follow-up with the same diskery. . . . Joseph H. Neebe, formerly Chevrolet account exec at Campbell-Ewald is prexy of a new company, Jacques Traubee Productions which will package and present live and filmed TV programs. With Jacque Traubee as exec producer, outfit Tee-Vees off with an audience-participation game, "Zig Zag," skedded for a Oct. 6 TVia ABC. . . . Jack Paar's personable announcer Hugh Downs has been named to emcee a new Mon-thru-Fri quizzer, "Concentration," which will replace "Truth Or NBConsequences" August 26. . . .

☆ ☆ ☆

Triple-threat-man (acting-announcing-narrating) Allen Swift has formed his own TV film producing Co., ATU Productions, Inc. Allen, who most surely lends credence to his surname, is the "voice" of 12,000,000 dollars worth of telefilm commershills sponsored by Schaefer Beer, General Foods, Proctor Electric Products and the Borden Co. He's also emcee of the daily WPIX "Popeye" show. . . . One of the most prolific scripters in the radio-TV scene, Alton Alexander has joined the Walt Framer Office as creative director and specialty writer. Alton's numerous credits include "The Hour of Charm," the first radio strip series, "The Gumps" and about 500 original scripts for the "Hollywood Screen Test" TV series which was ABCoast-to-coasted. . . . Telcfilming of the Stark-Layton package, "Colonel Flack" for CBSyndication will start Aug. 11 at MGM Culver City Studios. Series will star Alan Mowbray, with Frank Jenks supporting as "Garvey." . . . Jack Lescoulie back from a two-week trip to Hollywood, regaling Toots Shor patrons yesterday with anecdotes and asides that happened in the film capitol. . . . Keith Hefner takes over Monday as the new television WABClown, "Johnny Jellybean." The fourth to assume this role, Keith hails from Baltimore where his "kiddie programs" copped top honors.

Defer Toll-T

(*Continued from page* 1)

length of postponement they agreed to, but it is believed that deferment will be until the end the next session of Congress—appr mately one year.

The FCC previously had agree delay action on toll-TV until 30 after the end of the present ses of Congress.

The commissioners said they agr to accept and process any new lications that might be filed, but to make any grants until after new deadline.

Today's action was reportedly ta by a bare majority of four of seven members of the FCC, with commissioners Barcley, Lee and F abstaining.

'U' Including

(*Continued from page* 1)

clips in two issues of the reel month.

Questioned about the move terday, Tom Mead, editor of the said the idea had been used be and had met with good public re tion, so it was decided to try it a at this time. He said it will be tinued as long as it proves popu

Among the first 25-year-old used thus far was one recordin drive against jaywalking in New City. The preliminary phase o similar drive is under way now on Aug. 4 city police who have b issuing warning tickets, will b writing summonses subjecting walkers to fines.

Other 25-year-old newsreel clips ready used in the Universal rele included footage from the Cong sional committee's investigation o P. Morgan in Washington; a n aid to automobile parking in conge cities; F. D. Roosevelt's inaugura and the bank holiday; Albert Einst first visit to America and John Rockefeller, Sr., on the golf cours

House Unit Agrees

(*Continued from page* 1)

for a proposed increase in ben and to overcome a present defici the system. Final committee ac may not come until Friday or week. House approval of the bil considered certain, but its Senate is uncertain.

Right now, employers and wor each pay 2¼ per cent of the first 200 of a worker's annual wages. der the committee agreement, the would go up to 2½ per cent of first $4,800 on Jan. 1, 1959; to 3 cent on Jan. 1, 1960; to 3½ per in 1963; to 4 per cent in 1966; an 4½ per cent in 1969. Under pre law, the tax base would remain at 200, and the rate increases now sch uled are only to 2¾ per cent Jan 1960; to 3¼ per cent in 1965; to per cent in 1970; and to 4¼ per in 1975. The tax rate for self- ployed persons is three-fourths combined employe-employer rate.

All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

'OL. 84, NO. 18 NEW YORK, U.S.A., FRIDAY, JULY 25, 1958 TEN CENTS

'n Abeyance

Public Domain Problem Defies Early Solution

Study Fails to Discover 'nducement to TV Maker

Exploration of the possibilities of rriving at a gentleman's agreement vhich might provide some measure f protection to producers of films ased on works in the public domain rom prior production of the same vorks for television has failed to produce a specific plan, it was learned esterday.

The Motion Picture Association oard of directors discussed the problem last May shortly after telecasts f a story based on the life of Helen lorgan preceded the release of War-

(*Continued on page* 5)

U.K. Doubling Levy Share to '2nd' Films

From THE DAILY Bureau

LONDON, July 22 (By Air Mail)—British second feature films are to ave their share of the government's evy doubled.

Announcing this decision in the House of Commons, president of the oard of trade Sir David Eccles, said: "The Cinematograph Films Council

(*Continued on page* 2)

Walsh Heads I.A. Group To St. Louis Meetings

Richard F. Walsh, IATSE president, will head a delegation of officers from nternational headquarters which will eave here today for St. Louis, where he organization's executive board will begin a week's sessions on Monday at the Sheraton-Jefferson Hotel,

(*Continued on page* 6)

Television Today Page 5

Fox Switches 'Barbarian' from Road Show Policy at Exhibitors' Request

Bowing to the persuasions of Leonard Goldenson and Edward L. Hyman of American Broadcasting-Paramount Theatres that 20th Century-Fox's "The Barbarian and the Geisha" should be released as part of the orderly distribution process rather than on a hard-ticket policy, as planned, Spyros Skouras, 20th-Fox president, and Alex Harrison, general sales manager, have agreed to release the John Wayne starrer on Oct. 8 for regular, continuous performance engagements.

In return for the switch, Goldenson

(*Continued on page* 5)

Cinemiracle Showing in S-W Theatre Granted

The petition of Stanley Warner Cinerama to book National Theatres' Cinemiracle production "Windjammer" into the Ambassador Theatre in St. Louis, which is operated by Stanley Warner, has been signed by New York Federal Judge Palmieri, it was announced here yesterday. Palmieri is now sitting on the West Coast, and the order was received by mail here.

Stanley Warner has also asked permission to open the Cinemiracle film

(*Continued on page* 6)

Report NT to Install Cinemiracle in Detroit

Special to THE DAILY

DETROIT, July 24. – The "Detroit Times" in an exclusive article states that National Theatres will spend $100,000 in equiping and refurbishing a Detroit theatre in which to present its Cinemiracle film "Windjammer."

The Music Hall Theatre with a

(*Continued on page* 6)

TOA to Map Meeting Sites for Five Years

A long-range program mapping its convention sites for the next five years will be presented to the board of directors and executive committee of Theatre Owners of America when it convenes Monday, Oct. 20, at the

(*Continued on page* 5)

500 Apply to Conduct St. Louis Film Survey

Special to THE DAILY

ST. LOUIS, Mo., July 24. – More than 500 high school and college students applied at the Fox Theatre here early this week in answer to the Arthur Enterprises, Inc.-St. Louis

(*Continued on page* 6)

Todd-AO 'South Pacific' to Replace Todd's '80 Days' at Rivoli October 7

The Todd-AO production "South Pacific" will move from the Criterion Theatre where it opened last spring to the Rivoli Theatre October 7, replacing Michael Todd's "Around the World in 80 Days." The shift of the two hard ticket runs was announced, not without some bitterness, by the Michael Todd Company and Magna Theatres Corp., distributors of the Todd-AO version of "South Pacific" yesterday.

The Todd company release said "80 Days" would close a two-year run at the Rivoli October 5, "the date of the expiration of a lease with the Biddle Realty Corp., owners of the Rivoli." The statement said a run lasting until Easter, 1959, had been planned and added "The forced closing will enable the owners to utilize the Broadway playhouse for a product owned by their associated companies."

George P. Skouras, president of Magna, was quoted in a release from that company saying, "For three years the Rivoli has been the showcase for Todd-AO in perfect projection, sound and theatre comfort. It was for this purpose that the theatre was rebuilt. Therefore 'South Pacific' belongs in the Rivoli. I am confident it will start a fresh, new engagement and a whole new life there."

The statement added that the contract for "South Pacific" at the Criterion "was drawn up with the thought that it would eventually move to the Rivoli, home of Todd-AO." Warner Bros.' "The Old Man and the Sea" will open at the Criterion October 7.

On Finance Unit

Kerr Enlists Support for Tax Efforts

Other Senators Indicate Willingness to Go Along

From THE DAILY Bureau

WASHINGTON, July 24.—Senator Kerr (D., Okla.) said several other members of the fiinance committee have promised to support him in his efforts to get additional admissions tax relief.

Kerr said "three or four" senators whom he had approached privately had indicated a willingness to go along all or part of the way with him. He said no one had yet turned him down —he just hadn't gotten around to talking to the other members yet.

The finance committee started executive session work today on a House-passed excise tax revision bill

(*Continued on page* 6)

Report Tax for Quarter When Collected: I.R.S.

From THE DAILY Bureau

WASHINGTON, July 24. – The Internal Revenue Service has ruled that the Federal admissions tax must be reported to the government for the tax quarter during which the tax is collected, regardless of when the person purchasing admission is en-

(*Continued on page* 6)

'Fly' Continues High; Sets Boston Record

"The Fly" is continuing to roll up top grosses across the nation, 20th Century-Fox reported yesterday. Opening at Boston's Paramount and Fenway Theatres, the film proved the largest grosser for a 20th picture since the advent of CinemaScope. Combined opening day gross in the two theatres was $5,098.

In Ohio, "The Fly," also opened to outstanding business. Typical figures are Parma, Cleveland $660; Beachcliffe, Cleveland $705; Palace, Canton $643.

PERSONAL MENTION

BURTON E. ROBBINS, National Screen Service vice-president in charge of sales, will leave here Monday for Rome, after which he'll visit London.

•

SERGE SEMENENKO, senior vice-president of the First National Bank of Boston and a member of the Warner Brothers board of directors, will leave New York tomorrow aboard the "United States" for Europe.

•

HARRY GITTLESON, RKO Radio executive administrative assistant, will leave here over the weekend for a three-week vacation in New England.

•

ALFRED HITCHCOCK will return to New York at the weekend from Spain, and will leave here on Monday for the M-G-M studios.

•

ARTHUR GREENBLATT, Allied Artists special sales representtaive, is in Atlanta from New York.

•

I. L. SHIELDS, of the Victory drive-in Theatre, Columbus, Ga., is recuperating there following hospitalization.

Calls Films Greatest Influence in Fashion

Motion picture makers are "the greatest fashion influence the world has ever known," and the industry "deserves prime credit" for making American women "the best dressed in the world," Henry Zeeman, president of the Associated Millinery Men, said here this week. Zeeman's organization represents the millinery manufacturers, buyers and suppliers.

The millinery industry has united to sponsor a gala premiere of Paramount Pictures' "The Matchmaker" Aug. 12 at the Little Carnegie Theatre. The premiere will benefit the Beth David Hospital Fund of the Associated Millinery Men.

Wins in UA Drive

Giorgio Ricciotti, Rome branch manager of DEAR Films, United Artists distributor in Italy, has won first place in the UA product sales drive sponsored by DEAR, it was announced by Louis E. Lober, general manager of UA's foreign department. Ricciotti is in New York now as the guest of UA on a two-week tour of the United States. His Rome branch took top honors in the sales competition by registering the highest billings for UA product in Italy.

Movietone Has Nine Ranging Middle East

Movietonews has nine men ranging the troubled areas in the Middle East this week, vice-president Edmund Reek has reported.

In Lebanon are New York staff cameraman Ray Ziesse and stringer Ali Saade, under the direction of Charlie Shuman, the latter fresh from a tour of duty in revolt-tossed Cuba. Umberto Dellavelle, Italian staff cameraman from Rome is with the U.S. Sixth Fleet standing by "A-Ready" in the eastern Mediterranean.

In Amman with the British troops are British Movietonews' staffer Ross Andely and stringers Michel H. Hage and Albert G. Flouty—while in Bagdad, Movietone has Fox Tonende Wochenschau staffer Philo Von Riebnitz, from Munich, and stringer Mohammed Egby.

'Anatomy' Stunt Begins Prior to Production

Otto Preminger's Carlyle Productions and Columbia Pictures are cooperating with St. Martin's Press in a promotional plan on behalf of "Anatomy of a Murder," the best-selling book which will be brought to the screen by Preminger.

Columbia has compiled a campaign kit, covering both press and display requirements, which is being used as the basis of a plan being carried out by its exploitation field men. The 50 largest key cities in the country will be covered by 16 field men.

Display Kits Supplied

In addition, special display kits are being sent by Columbia to thousands of bookstores throughout the country which are competing in an "Anatomy of a Murder" display contest being conducted by St. Martin's Press. The contest has a top prize of $250 for the best window display, plus a $50 second prize and eight additional $25 prizes.

Todd Signs Belock to Make Initial Liza Disk

Michael Todd, Jr., has completed recording arrangement with the Belock Record Co. (Everest Label) for the initial release of the Liza Music Corp. The first record to be made will be called "Michael Todd's Broadway," and is set for release in September.

Belock Records is a division of the Belock Instrument Corp., electrical engineering manufacturer. The deal was arranged by Jack Saunders, vice-president of the Liza Music Corp., a subsidiary of the Michael Todd Co., Inc.

U.K. Doubling

(Continued from page 1)

have recommended that second feature films should rank for double the entitlement of first features in payments from the British Film Fund and I accept their advice. In due course amending regulations would be laid before the House for approval."

Because of falling receipts British producers have been pressing for increased second feature payments for some time. Payments from the fund are based on results at the box office. Second feature payments will now therefore be assessed on double a film's gross takings. Short films, under 3,500 feet, have always had their gross multiplied by two-and-a-half to arrive at the figure on which payment is made.

Rate Increased Last May

Last May the board of trade boosted the exhibitor levy rate in order to yield an estimated £3,750,000 ($10,500,000) in the year to next October. This action was necessary because it was apparent that current rates would yield a total well below the target sum.

Detroit Luncheon Set For W. R. Executives

Special to THE DAILY

DETROIT, July 24. — Detroit exhibitors will welcome a visiting group associated with the Will Rogers Memorial Hospital at a luncheon here Aug. 6 at the Hotel Sheraton Cadillac.

Those to be honored are Abe Montague, hospital president and vice-president of Columbia Pictures; Ned E. Depinet, hospital executive chairman; national co-chairman of the hospital board Si Fabian, president of Stanley Warner Theatres; Alex Harrison general sales manager of 20th Century-Fox; Jerome Velde, general sales manager of United Artists; R. J. O'Donnell, hospital director, and vice-president, Interstate Circuit, Inc., and Texas Consolidated Theatres, Inc.; and Edward Shugrue of the Will Rogers Memorial Hospital.

Sponsoring Committee of 7

The sponsoring committee is composed of Harold Brown, president, United Detroit Theatres; Montague Gowthorpe, president W. S. Butterfield Theatres; Adolph and Irving Goldberg, Community Theatres; Lew Wisper, Wisper & Wetsman; Milton London, exhibitor and president, Michigan Allied, and Carl Shallit, division manager, Columbia Pictures.

While no other purpose than "honor and welcome" has been stated for the event, efforts will doubtless be made to enlist exhibitor cooperation in collection of funds from the public in theatres.

Decoration Falls in Front Of Theatre; Workmen Fine

Special to THE DAILY

DETROIT, July 24. — A 50-pou piece of terra cotta decoration f to the sidewalk in front of the Colon Theatre here recently. The workm involved ran away but have be caught by police and fined.

Safety precautions contracted for removing the unsafe window box we not made.

Compo Ad Lists 26 Film Attracting Big Audienc

"Publishing news about movies one of the best ways to create a hold reader interest," COMPO te the nation's newspaper editors in t 92nd of the series of ads in "Edit and Publisher," which will appear morrow. The ad lists 26 of the lea ing current and coming pictures.

Under the caption, "Better Mou traps . . . Better Movies," the ad sa

"Far be it from us to even hint th movie theatres are mousetraps, b there's still a lot of sense in what E erson said about people beating a pa to you door when you offer super quality for sale.

"At any rate, this summer peo are flocking to movie theatres. Th are doing so because they realize t it is at movie theatres they will fi the kind of entertainment they looking for."

The pictures listed are as follow Allied Artists, "Never Love a Stra ger"; Columbia, "The Bridge on t River Kwai," "The Key," "Me and t Colonel" and "Gunman's Wall Metro-Goldwyn-Mayer, "Gigi," "In tation General," "The Relucta Debuntante" and "Cat on a Hot T Roof"; Paramount, "The Matchma er," "Vertigo" and "Rockabye Baby 20th Century-Fox, "The Hunter "A Certain Smile," "The Inn of t Sixth Happiness" and "The Roots Heaven"; United Artists, "The Vi ings," "Kings Go Forth," "The E Country" and "The Defiant One Universal, "A Time to Love," "Tv light for the Gods" and "Raw Wi in Eden"; and Warner Bros., "Ind creet," "No Time for Sergeants" a "The Naked and the Dead."

NEW YORK THEATRE

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CARY GRANT • INGRID BERGMAN
in
"INDISCREET"
A Warner Bros. Release
and GALA NEW STAGE SPECTACLE

MOTION PICTURE DAILY. Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Floyd E. Sto Photo Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager. TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Vinc Canby, Eastern Editors. Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; Telephone HOllywood 7-2145; Washington, J. A. Otten, National Press Club, Wa ington, D. C.; London Bureau, 4, Bear St. Leicester Square, W. 2, Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefel Center, New York 20, Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-Pre dent and Treasurer; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 times a y as a section of Motion Picture Herald; Television Today, published daily as a part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fame. Entered as seco class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign. Single copies, 1

The Year of the BIG LAUGH!

Introducing the
SCREEN'S
BIG...NEW
COMEDY
TEAM...

DAN ROWAN and **DICK MARTIN**

TV's
LAFF-FAMED
FUNSTERS

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A bullet-poppin'
riot of cattle-
rustlin' hombres
...trouble-bustlin'
beauties...and the
toughest, roughest
town in the wild
and wacky west!

MARTHA HYER
(good girl of
the badlands!)

CINEMASCOPE

co-starring
LEIF ERICKSON · NITA TALBOT
with **JAMES GLEASON · JOHN McGIVER**
and **PAUL ANDERSON**

Written, Produced and Directed by HAL KANTER

A UNIVERSAL-INTERNATIONAL PICTURE

Another Picture with that Universal Appeal!

MOTION PICTURE DAILY'S BOOKING CHART

	ALLIED ARTISTS	COLUMBIA	M-G-M	PARA.	20TH-FOX	UNITED ARTISTS	UNIV.-INT'L	WARNERS	OTHERS
JULY	FRANKENSTEIN—1970 (CS) Boris Karloff, Jana Lund SNOWFIRE Molly McGowan, Don Megowan THE LITTLEST HOBO — 77 min. (Rev. 7/9/58) THE ACCURSED Robert Bray SPY IN THE SKY Steva Brodia, Andraa Domburg — 74 min. (Rev. 7/18/58)	REVENGE OF FRANKENSTEIN Peter Cushing, Eunice Gayson — 90 min. (Rev. 6/18/58) THE CAMP ON BLOOD ISLAND Carl Mohner, Andre Morrell — 81 min. (Rev. 6/13/58) THE KEY (CS) William Holden, Sophia Loren—125 min. (Rev. 6/11/58) GUNMAN'S WALK (CS, color) Van Heflin, Tab Hunter—97 min. (Rev. 6/12/58) LIFE BEGINS AT 17 Mark Damon, Dorothy Johnson — 75 min. (Rev. 6/23/58) THE SNORKEL Peter Van Eyck, Betta S. John — ,5 min. (Rev. 6/13/58) CURSE OF THE DEMON Dana Andrews, Peggy Cummins	GIGI (CS, color) Leslia Caron, Maurice Chevalier — 116 min. (Rev. 5/15/58) IMITATION GENERAL (CS) Glenn Ford, Red Buttons — 88 min. (Rev. 6/25/58) TARZAN'S FIGHT FOR LIFE (CS) Gordon Scott, Eva Brent —86 min. (Rev. 7/3/58)	KING CREOLE (VV) Elvis Presley—116 min. (Rev. 5/21/58) ROCK - A - BYE BABY (VV, color) Jerry Lewis, Marilyn Maxwell — 103 min. (Rev. 6/5/58)	THE BRAVADOS (CS, color) Gregory Peck, Joan Collins—98 min. (Rev. 6/4/58) SIERRA BARON (CS, color) Brian Keith, Rip Jason—80 min. (Rev. 6/27/58) THE FLY Herbert Marshall, Vincent Price—94 min. (Rev. 7/11/58) GANG WAR Charles Bronson, Kent Taylor — 74 min. (Rev. 5/26/58)	THE VIKINGS (color) Kirk Douglas, Tony Curtis — 114 min. (Rev. 5/20/58) KINGS GO FORTH Frank Sinatra, Natalia Wood—109 min. (Rev. 6/13/58) I BURY THE LIVING Richard Boone, Peggy Maurer — 76 min. (Rev. 7/21/58)	A TIME TO LOVE AND A TIME TO DIE (CS, color) John Gavin, Lilo Pulver—132 min. (Rev. 4/1/58) KATHY O' (CS) Dan Duryea, Jan Sterling —99 min. (Rev. 4/24/58) THE LAST OF THE FAST GUNS (CS, color) Jack Mahoney, Linda Cristal — 82 min. (Rev. 6/19/58)	INDISCREET (color) Cary Grant, Ingrid Bergman — 100 min. (Rev. 5/28/58) NO TIME FOR SERGEANTS Andy Griffith, Nick Adams —111 min. (Rav. 5/7/58)	HOT ROD GANG (AIP) John Ashley, Jody Fair HIGH SCHOOL HELLCATS (AIP) Yvonne Lima, Bert Halsey HELL SQUAD (AIP) Brandon Carroll, Frederic Gavlin TEENAGE CAVEMAN (AIP) Robert Vaughn, Darrah Marshall SCREAMING SKULL (AIP) Alex Nicol, Peggy Weber TERROR FROM THE YEAR 5,000 (AIP) Lloyd Costello, Joyce Holden HOW TO MAKE A MONSTER (AIP) Robert Harris, Paul Brinegar TANK BATTALION (AIP) Don Kelly, Marjorie Helen THE LIGHT IN THE FOREST (BV) (color) Fess Parker, Wendell Corey —93 min. (Rev. 5/2/58) NIGHT AMBUSH (Rank F. D. A.) Dirk Bogarde, Marius Goring — 93 min. (Rev, 4/25/58) DANGEROUS EXILE (Rank F.D.A.) (VV, color) Louis Jourdan, Belinda Lee THE CAPTAIN FROM KOEPENICK (DCA) (color) Heinz Ruhmann, Hannelora Schroth THREE MEN IN A BOAT (DCA) (CS, color) Laurenca Harvey, Jimmy Edwards CIRCUS OF LOVE (DCA) (color) Curt Jurgans, Eva Bartok
AUGUST	CRY BABY KILLER Jack Nicholson, Carolyn Mitchell HOT CAR GIRL Richard Bakalyan, Juna Kenny GUNSMOKE IN TUCSON (CS, color) Georga Montgomery, Randy Stuart EVERYBODY ROCK Terry Dene	BUCHANAN RIDES ALONE (color) Randolph Scott, William Leslia TANK FORCE (CS, cofor) Victor Mature, Leo Genn	THE BADLANDERS (CS, color) Alan Ladd, Ernest Borgnine — 83 min. (Rev, 7/16/58) THE RELUCTANT DEB (CS, color) Rex Harrison, Kay Kendall ANDY HARDY COMES HOME Mickey Rooney	THE MATCHMAKER (VV) Shirley Booth, Anthony Perkins — 101 min. (Rev. 5/1/58)	A CERTAIN SMILE (CS, color) Rossano Brazzi, Joan Fontaine RX-MURDER (CS) Rick Jason, Marius Goring THE FIEND WHO WALKED THE WEST Hugh O'Brian, Robert Evans FLAMING FRONTIER Jim Davis, Bruce Bennett	THE BIG COUNTRY (Technirama, color) Gregory Peck, Jean Simmons LA PARISIENNE (color) Brigitte Bardot — 85 min. (Rev. 6/17/58) CHINA DOLL Victor Mature, LiLi Hua IT, THE TERROR FROM BEYOND SPACE Marshall Thompson THE CURSE OF THE FACELESS MAN Richard Anderson	WILD HERITAGE (CS, color) Will Rogers, Jr., Maureen O'Sullivan — 78 min. (Rev. 6/24/58) TWILIGHT FOR THE GODS (color) Rock Hudson, Cyd Charisse — 120 min. (Rev. 7/8/58) VOICE IN THE MIRROR (CS) Richard Egan, Julie London — 102 min. (Rev. 5/21/58)	THE NAKED AND THE DEAD (CS, color) Aldo Ray, Cliff Robertson — 131 min. (Rev. 7/9/58) BAD MAN'S COUNTRY George Montgomery, Neville Brand—68 min. (Rev. 5/26/58) THE OLD MAN AND THE SEA (color) Spencer Tracy — 86 min. (Rev. 5/21/58)	NIGHT OF THE BLOOD BEAST (AIP) Michael Emmet, Angela Greene SHE-GODS OF SHARK REEF (AIP) (color) Don Durant, Bill Cord THE GYPSY AND THE GENTLEMAN (RFDA) (color) Melina Mercouri, Keith Michell WINDOM'S WAY (Rank F. D. A.) (color) Peter Finch, Mary Ure LISA (DCA) Maria Schell, O. W. Fischer SENECHAL THE MAGNIFICENT (DCA) Fernandel, Nadia Gray
SEPTEMBER	NOT SET	ME AND THE COLONEL Danny Kaye, Curt Jurgens THE WHOLE TRUTH Stawart Granger, Donna Reed GHOST OF THE CHINA SEA David Brian SHE PLAYED WITH FIRE Jack Hawkins, Arlene Dahl—95 min. (Rev. 6/5/58)	CAT ON A HOT TIN ROOF (CS) Elizabeth Taylor, Paul Newman	THE PARTY CRASHERS Connie Stevens, Mark Damon AS YOUNG AS WE ARE Robert Harland, Pippa Scott	THE HUNTERS (CS, color) Robert Wagner, Robert Mitchum HARRY BLACK AND THE TIGER (CS, color) Stewart Granger, Barbara Rush SMILEY GETS A GUN (CS, color) Keith Calvert, Dame Sybil Thorndika VILLA (CS, color) Cesar Romero, Brian Keith	GUN RUNNERS Audie Murphy, Eddie Albert TERROR IN A TEXAS TOWN Sterling Hayden COP HATER Gerald O'Laughlin, Ellen Parker MUGGERS Kent Smith THE DEFIANT ONES Tony Curtis, Sidney Poitier	ONCE UPON A HORSE (CS) Dan Rowan, Dick Martin RIDE A CROOKED TRAIL (CS, color) Audie Murphy, Gia Scala—87 min. (Rev. 7/23/58)	WIND ACROSS THE EVERGLADES (color) Burl Ives, Christopher Plummer	THE SECRET (DCA) Sam Wanamaker, Mandy TIME LOCK (DCA) Robert Beatty, Lee Patterson DEFEND MY LOVE (DCA) Martina Carol, Vittorio Gassman A TALE OF TWO CITIES (Rank F.D.A.) Dirk Bogarde, Dorothy Tutin CARVE HER NAME WITH PRIDE (Rank F.D.A.) Virginia McKenna, Paul Scofield

KEY: SYSTEM: CS—CinemaScope; VV—VistaVision; (Rev.) Motion Picture Daily Review Date.

Public Domain Still Problem

(*Continued from page 1*)

r's "The Helen Morgan Story." A mmittee was named to explore the ssibilities of effecting a gentleman's reement with organized television erests to prevent a recurrence of ch incidents.

One-Sided Pact Would Result

However, the study of the problem closed that there probably is very le that can be accomplished, inas- ich as the agreement would be one- ed from the TV producer's stand- int, it was pointed out. Having the vantage of time, both in production d exhibition of a public domain rk over a motion picture producer, TV producer would have to be ed to relinquish a right of action thout receiving a compensating con- ssion from the film producer who planned to utilize the same basic dramatic or fictional work.

Should the film producer agree to reciprocate by refraining from using a public domain work announced for TV production first, the TV producer would be completely unconcerned because such a concession would be meaningless to him. He would be in a position to produce the work and have it telecast long before shooting on a film version of the work could be completed.

Solution Deemed Unlikely

For these and other reasons, trade sources believe there is a serious question whether any solution to the problem can be found and that it will have to remain in abeyance indefinitely.

ox Switches

(*Continued from page 1*)

d Hyman will enlist special exhibi- support for the picture from all se who have endorsed their plan orderly distribution at meetings ich Hyman has conducted through- t the country over the past year. If the anticipated exhibitor support forthcoming, "The Barbarian" may t "the greatest number of playdates the history of the industry," Hy- n said. In addition, he said, Skou- has been assured that the "exhibi- s of America will display the great- possible advertising and exploita- n campaigns at the local level."

The national showmen's effort to enlisted in the picture's behalf ll be designed not only as a gesture appreciation for its removal from road show entries but also to monstrate to other producers-dis- butors that a hard-ticket policy is t the only route to top grosses. rthermore, it will be an opportu- y for exhibitors to demonstrate at business in October can be as od as any time of the year, given ctures such as 'The Barbarian and e Geisha'," Hyman said.

Last Autumn Situation Recalled

In this way the national exhibitor pport may give a boost, too, to or- rly distribution of quality product ce the October-December quarter t year, marked by a minimum of ality releases, was one of the most sastrous for exhibitors in modern ars.

Hyman said in his opinion the trend a two-a-day, hard-ticket policy for ctures is not beneficial to the indus- and he is "unalterably opposed it."

Hyman reported that orderly dis- bution for the remainder of the ar looks encouraging in that the lease schedules furnished him by national distributors last spring ill be 90 per cent adhered to," thus suring exhibitors of a good repre- ntation of quality releases in the al quarter.

TOA to Map Sites

(*Continued from page 1*)

Americana Hotel in Miami Beach. The blueprint, work of many months study and research by TOA executives, will for the first time give TOA a definite multi-year plan for its annual meetings, according to Ernest G. Stellings, TOA president. This is against previous procedure wherein conventions were booked virtually on a year-to-year basis.

Stellings said that definite commitments, including hotels and exhibit space, had been obtained in Chicago, Los Angeles, Miami Beach, Kansas City, and Washington, D. C., for every year through 1963, and that alternate cities, with suitable facilities, were also available. He said details of dates, hotels and schedules will be announced after submission and approval by the board.

Board Meeting Scheduled

The board and executive committee will meet the day preceding the opening of TOA's 11th annual convention at the Americana, which will run from Tuesday, Oct. 21, through Saturday, Oct. 25.

"This long-range planning," Stellings said, "will for the first time enable TOA to prepare for its annual meetings on a completely organized basis. Choice of the cities will also insure that exhibitors all over the country will, within the next five years, know that an annual TOA meeting will be easily accessible."

Stellings said that mid-winter board meetings will also be scheduled so that two areas of the country will be covered each year. As an example, he said, if the annual convention is in the Western part of the country, the mid-winter meeting would be planned for the Eastern area.

This policy was inaugurated last fall when TOA held its 1957 convention in Miami, and then held its mid-winter board meeting, in conjunction with a regional convention for drive-in theatre operators, in San Francisco. Site of the 1959 mid-winter board meeting will also be announced at the October convention, Stellings said.

Television Today

FCC Authorizes Sale Of Phila. Stations

From THE DAILY Bureau

WASHINGTON, July 24. – The Federal Communictions Commission has authorized the "Philadelphia Bulletin" to sell its Philadelphia radio and television stations to Columbia Broadcasting System for $20,000,000.

The FCC said the action was taken "without prejudice" to any future action the Commission might have to take as a result of pending anti-trust suits or its own pending study of television networks.

Would Attain Legal Limit

Acquisition of station WCAU-AM-FM-TV in Philadelphia would give CBS the top legal limit of five VHF television stations and two UHF stations. It already has VHF stations in New York City, Chicago, Los Angeles and St. Louis and UHF outlets in Milwaukee and Hartford. The FCC's own special study group recommended lower limits. The $20,000,000 sales price was the largest money amount in any station transfer on record, FCC officials say.

Reschedule Fall Meet Of NAB in Washington

From THE DAILY Bureau

WASHINGTON, July 24.—The fall conference of the National Association of Broadcasters here has been rescheduled from Oct. 23-24 to Oct. 27-28. It will be held at the Statler-Hilton Hotel instead of the Shoreham as previously announced.

The date was changed to avoid a conflict with another industry meeting.

Following is the complete fall conference schedule: Sept. 18-19, Biloxi, Miss., Buena Vista Hotel; Sept. 22-23, Oklahoma City, Oklahoma Biltmore; Sept. 25-26, Sun Valley, Idaho, Challenger Inn; Sept. 29-30, San Francisco, Mark Hopkins; Oct. 13-14, Milwaukee, Shroeder; Oct. 16-17, Minneapolis, Radisson; Oct. 20-21, Boston, Somerset, and Oct. 27-28, Washington, Statler-Hilton.

A.A.P. Will Hold Sales Meetings August 5-7

A three-day general meeting of all sales personnel and home office executives of AAP, Inc., will be held in Chicago's Hotel Drake from Aug. 5-7, it was announced here by general sales manager W. Robert Rich. At that time the company's plans for the third year of selling the Warner Bros. library of features and cartoons, the Popeyes and the Gold Mine Library of features and shorts will be presented to the sales force, and individual plans for each territory discussed.

In its first two years, AAP has had sales of $45,000,000. The Warner features are telecast in 118 markets, with Bugs Bunny & Co. being shown in 100. The Popeye cartoons are programmed by 133 stations.

TV Called Best In Auto Selling

Telcvision continues to be the dominant advertising medium for selling automobiles, according to results of a special National Broadcasting Company automotive survey. The findings of the poll—"Television's 43,000,000 Showrooms"—were announced yesterday by Hugh M. Beville, Jr., vice-president, NBC Planning and Research.

He said outstanding findings of the study are: (1) Television is consistently named by automobile dealers, showroom shoppers and new-car buyers as the most important medium in informing the public, stimulating showroom traffic and pre-selling the prospect.

'Image' of Car Seen Vital

(2) Viewers of the average automotive-sponsored NBC program, compared to non-viewers, pay more attention to automobile advertising and more of them, actually buy the sponsor's car. Moreover, viewers have a stronger image of the make advertised, like more about the car, and give it a higher rating.

(3) The preference for television over other media far exceeds the actual-proportion of media expenditure allocated to TV. A little more than one-third of the advertising dollars spent by the automotive industry in the three media of television, newspapers and magazines is for TV. Yet it was found that television's media-preference share was 62 per cent.

(4) Television is considered most important for sales. Fifty-one per cent of the dealers interviewed wanted an increase in TV advertising. Only 5 per cent thought TV advertising should be decreased (net increase: 46 per cent). On the other hand, only 10 per cent of the dealers interviewed wanted an increase in magazine advertising, while 24 per cent thought the magazine advertising should be decreased (net decrease: 14 per cent).

Conducted During Winter Months

The survey was conducted for NBC by Advertest Research, Inc., of New Brunswick, N. J., during January and February, 1958. It is based on a total of 8,220 interviews—906 with automobile dealers, 3,396 with shoppers in the showrooms of these same dealers, 1,553 with the general public, and 2,365 re-interviews of the original shoppers, conducted in April, 1958. Interviews were distributed throughout 118 counties in 39 states and the District of Columbia, in large and small cities, rural and urban localities.

'U' High on Future: Daff

By WILLIAM PAY

LONDON, July 22 (By Air Mail). —Denying reports that Universal is closing down, executive vice-president Al Daff told a trade press conference here that his company has a "profound belief" in the future of the motion picture business.

They had slowed down to take stock of the present situation and to see where the industry was heading. They had noted that TV had reduced the period of "cycles," that many blockbusters had turned out to be squibs, and had decided to produce "important motion pictures."

"My opinion," he added, "and it is shared pretty generally, is that starting late fall this year, the pictures coming out of Hollywood will be of a much higher standard and much bigger than Hollywood has ever produced.

"All the major companies are aiming, substantially, to make big important motion pictures which will have a very good effect on the industry as a whole," said Daff. But there would be fewer pictures. Universal were no longer setting a programme of 30 or more in a year.

'U' Will 'Make Around 15'

"We want," said Daff, "to be in a position to put a picture into production in December and release it in July. As a result of this changed policy Universal would probably make around 15." He estimated that there might be 100 pictures less out of Hollywood in the next 12 to 18 months.

It would not necessarily mean films would be in short supply. He believed in the longer playing-time policy: "A good picture today is not good enough. It has to have as many insurance policies built into it as human ingenuity and money can devise. There are two types of picture doing excellent business today; those that were made big or those of a highly exploitable nature. But in the latter class they had to be well made and not cheap."

Universal, said Daff, had announced the first six of their new schedule. These six, he added, represented almost 50 per cent of the cost of the 34 made in the last production year by Universal.

Referring to television he said that in America TV has proved that it cannot live without feature films, but it has not enough in hand to continue the present rate of release for more than 18 months to two years.

Daff returned to New York this week but was unavailable yesterday for elaboration upon the London statement.

'Baron' Openings Big

20th Century-Fox's "Seirra Baron" opened in three theatres on Tuesday to outstanding business at each, the company reported yesterday. At the Poli Theatre in Bridgeport, the gross was $583; the Colonial, Dayton, $480; and the Grand, Columbus, $400.

Embassy Trial Hears Raftery on U.A. Policy

Special to THE DAILY

SAN FRANCISCO, July 24. – Federal Judge Edward P. Murphy today criticized what he termed repetitious testimony in the Embassy anti-trust suit and urged the witness—former United Artists president Edward C. Raftery to get to the point, an admonition also addressed to defense council Eugene D. Bennett, who was conducting the witness through an outline of past United Artists policy in distributing pictures.

Whereupon Bennett asked Raftery to explain why, as previously testified, some United Artists distributed pictures by-passed United Artists theatres in favor of licensing them to houses operated by Fox West Coast theatres, one of the defendants in this trial. While rather vague in his description of U.A. general policy, the witness was quite clear in his recollection of how "I'll Be Seeing You," a David O. Selznick production released through U.A. happened to be shown at the San Francisco Fox Theatre in 1945 when most of the northern California independent theatres, including the Blumenfeld circuit, also had been clamoring to exhibit the feature.

Raftery replied: "Mr. Selznick, through his representative, Neil Agnew, delivered a print of the picture to the Fox Theatre without our knowledge or consent. They (Fox) played it even without having a United Artists contract."

Raftery further testified that at that time Selznick owned 25 per cent of the U.A. stock.

Walsh Heads

(*Continued from page 1*)

to be followed by the I. A.'s 44th international meeting, starting Aug. 4.

Accompanying Walsh will be Harland Holmden, secretary-treasurer; Walter F. Diehl, assistant president; William C. Scanlan, international trustee, and James J. Brennan, first vice-president. Harry J. Abbott, third vice-president, will join the group at Philadelphia. Tom Loy, I.A. information officer, also will be in the group.

Retains Sargoy, Stein

Leo F. Samuels, president of Buena Vista Film Distribution Co., Inc., announced yesterday that his company has retained the New York law firm of Sargoy & Stein as special counsel nationally for the various services which this firm has been rendering in the film distribution field. The services will include representation in percentage film rental matters and litigation as well as copyright matters and litigation arising out of unauthorized uses of its copyrighted motion pictures in the 35mm and lesser gauge fields.

Kerr Enlists

(*Continued from page 1*)

which Kerr hopes will be the vehicle for his admissions tax amendment. However, the committee confined itself to discussing provisions of the House bill, and did not get into any discussion of Kerr's proposal or other excise tax cuts. It hopes to get down to voting tomorrow.

Kerr said he wants to try to exempt the first $1.50 of theatre admissions from the 10 per cent Federal levy. He has indicated, however, that he would be prepared to settle for less. Some other committee members said today they thought the chances of so large an amount of tax relief almost nil, but that it was possible the committee might go along with a smaller amount of additional tax exemption.

Report Tax

(*Continued from page 1*)

titled to exercise his right to admission. The problem arises when a person buys a season ticket or a group of tickets good for use over a period of time.

The revenue service said the question had arisen whether the tax collected by the exhibitor should be reported during the quarter the tax was collected by him or during the quarter in which the ticket buyer was entitled to use his tickets.

Since the tax applies not to the admission itself but to the payment for admission, the tax must be collected and reported when the tickets are bought and not when they are used, the agency declared.

Cinerama Showing

(*Continued from page 1*)

at its Boston Theatre, Boston, and the Missouri, Kansas City. Petitions were made individually for the three theatres and only the order for the Ambassador had been received here from the judge last night.

Stanley Warner has court approval to engage in the production and exhibition of Cinerama films, and National Theatres has a similar authorization for Cinemiracle, but the authorizations did not include outside licensing.

Report NT to Install

(*Continued from page 1*)

Cinerama installation could show the picture, and National Theatres operates the 5,200-seat Fox Theatre. Confirmation or denial of the "Times" story could not be obtained from local sources.

'Parisienne' Record

United Artists Records today will release an EP album of the sound track from "La Parisienne," the Brigitte Bardot comedy. National promotion of the record gets underway in New York where the film opens at the Victoria and Plaza Theatres July 30. This campaign will be extended to 34 major market areas where the picture will have regional premieres.

PEOPLE

John I. Crabtree, retired Kodak research scientist, and **Dr. Wesley T. Hanson, Jr.**, head of the color photography division of the Kodak Research Laboratories, have been awarded honorary master of photography degrees by the Professional Photographers of America.

□

Albert Margolies, recently named publicity director of the Liberal Party, has also been appointed director of research and legislation for the party.

□

Jim Edwards, formerly of the Rogers and Tivoli theatres, Chattanooga, Tenn., has been named manager of the Capital Theatre, Chattanooga. **Carl Davis**, former manager, has moved to the 58 Outdoor Theatre in the same capacity.

□

George Seaton, Paramount producer-director, has been elected a trustee of Colonial Williamsburg, Inc., it has been announced by **Winthrop Rockefeller**, chairman of the board.

□

Bryan Adair, formerly sales representative for Republic Pictures in Attanta, has joined Kay Films in that city in the same capacity.

500 Apply to Conduct

(*Continued from page 1*)

Amusement Co. Theatres offer of an opportunity to students to earn extra money by working on the motion picture survey-direct sale campaign being conducted by the company.

Introductory explanations were given in the main auditorium at the theatre, following which applications were accepted. These were processed, and the students selected started work today.

The students will survey individuals in their homes throughout greater St. Louis, to determine their opinions about motion pictures, what influences them to attend, type of transportation used to reach the theatres, favorite type of picture, favorite actor and actress, and stress the entertainment value of motion pictures for individual and family and group enjoyment.

The students making the survey will be identified by an official button and credential card. They will have available for purchase a specially priced admission ticket, good at any of 14 theatres, any time, any day, through Dec. 24, 1958. Buyers of these tickets will present them directly to the doorman at the theatres, eliminating the necessity for standing in line at the box office.

Participating theatres include the Fox and St. Louis on Grand Avenue; the Avalon, Columbia, Crest, Granada, HiPointe, Maplewood, Rio, Shenandoah, Tivoli, Tower and Wellston in St. Louis and St. Louis County, and the Washington Theatre in Granite City, Ill.

All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

. 84, NO. 19 NEW YORK, U.S.A., MONDAY, JULY 28, 1958 TEN CENTS

Summer, '59

CC Makes ear Toll-TV elay Official

ts It Won't Agree Further Postponement

From THE DAILY Bureau

ASHINGTON, July 27.—The ral Communications Commission ally announced its decision to one granting any toll television ications until after the next ses- of Congress adjourns in the sum- of 1959.

ne year's postponement was made al in a letter from Chairman fer to House Commerce Com- Chairman Harris (D., Ark.), sed both by FCC and Harris Fri- The FCC decision was actually e Wednesday and reported in rsday's MOTION PICTURE DAILY.

ne year's delay is designed to give

(*Continued on page* 5)

ketson Starts Series N.T. Meets Today

Special to THE DAILY

ALT LAKE CITY, July 27. — F. Ricketson, Jr., National Theatres -president, will open a series of ion meetings here tomorrow to aint the men in the field with circuit's plans for the future and results of its annual convention's

(*Continued on page* 2)

verglades' to Bow Three Miami Theatres

gala Southern world premiere of ner Bros.' "Wind Across the rglades" has been set for Wed- lay, August 20, at three Miami theatres day-and-date, the ch Theatre, Miami Beach; Gables

(*Continued on page* 2)

elevision Today Page 5

Loew Profits Continue Up

Indicating continued progress in its fiscal comeback, Loew's, Inc., at the weekend reported earnings of 15 cents per share or $800,516 for the 40-week period ended June 5. For the third quarter of the fiscal year, ended June 5, earnings were 5 cents per share, or $266,838.

Gross sales for the 40-week period were $118,440,000 and for the third quarter $39,816,000. The figures are subject to year - end audit, it was stated.

No comparison of earnings for quarterly period of the previous year could be made, it was pointed out, since new accounting methods were not applied until the end of the 1957 fiscal year.

Walsh Slate Is Seen Returning to Office

Special to THE DAILY

ST. LOUIS, July 27. — No opposition slate to Richard F. Walsh's administration has made its appearance as the IATSE executive board prepared to convene here tomorrow at the Sheraton-Jefferson Hotel, with the organization's international biennial convention following next week.

The nominating committee is not

(*Continued on page* 4)

Treasury Opposed; Might Draw Veto

Senate Group Votes Tax Relief on 1st $1

Senate Seen Ratifying Action But Fight Predicted in Joint Conclave with House

By J. A. OTTEN

WASHINGTON, July 27—The Senate Finance Committee has overwhelmingly voted to exempt the first $1 of theatre ticket prices from the 10 per cent Federal admissions tax.

This would be far greater relief if enacted than it at first appears. At present, tickets costing 90 cents or less are tax-free, but tickets costing over 90 cents are taxable in full. Under the Finance Committee version, tickets costing $1 or less would be tax-free, and tickets costing over $1 would be taxable only on the portion of the admission price over $1. The first $1 would be tax-free.

Thus where a $1.50 ticket is now taxable on the entire $1.50, under the Finance Committee version it would be taxable only on 50 cents of the price, with $1 tax-free.

The committee voted the admissions tax relief Friday as an amend-

(*Continued on page* 4)

'WelcomeAny Tax Relief'

Eastern exhibitors and circuit home office executives contacted at the weekend were encouraged by the Senate Finance Committee action Friday in voting to exempt the first $1 of admissions from Federal tax but their reaction was restrained by awareness of the several difficult hurdles the legislation still has to surmount before becoming a reality.

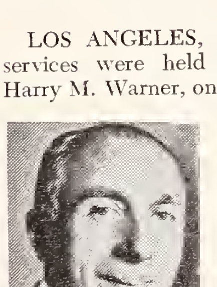
The general attitude was that "any relief at all will be most welcome at this time." All commended Compo for the progress in the tax relief ef-

(*Continued on page* 4)

Harry M. Warner Dead at 76

From THE DAILY Bureau

LOS ANGELES, July 27—Funeral services were held here today for Harry M. Warner, one of the founders of Warner Brothers, who died at his home in Bel Air Friday night of a cerebral occlusion. He was 76 years old. Rabbi Edgar F. Magnin officiated at the services, which were held in the Wilshire Blvd. Temple



Harry M. Warner

H. M. Warner was president of the studio from 1926 to 1956, when he was succeeded by his brother, Jack L., after H. M. and another brother, Albert L., had disposed of their stockholdings.

It was in 1903 that Harry and his brothers, Sam, Jack and Albert, entered the entertainment industry, opening the Cascade Theatre in Newcastle, Pa. Shortly afterwards they started a film exchange in Pittsburgh and in 1913 went into production with Warner Features. Their pioneer work in talking pictures is familiar history.

Surviving H. M. are his widow; three daughters, Mrs. Doris Vidor, Mrs. Betty May Sperling, and Mrs. Lita Hiatt; his brothers, Jack and Albert; and 11 grandchildren.

[Due to the fact that H. M. Warner's death occurred after press time for this issue, a more complete biography will be published in tomorrow's Motion Picture Daily.]

L. A. Publishers Warn On Advertising Copy

From THE DAILY Bureau

LOS ANGELES, July 27.—The Los Angeles Publishers Association on Friday mailed approximately 100 "warning letters" on film advertising copy to studio and home office advertising executives as well as theatre circuit heads. The wires were signed

(*Continued on page* 2)

'Big Country' Premiere August 22 on West Coast

United Artists' "The Big Country" will have a gala West Coast premiere at Warner's Beverly Hills Theatre, Beverly Hills, on August 22. Gregory Peck, Jean Simmons, Carroll Baker and Chuck Connors, who are starred in the William Wyler production, will attend the opening.

Premiere of the Anthony-World-

(*Continued on page* 5)

PERSONAL MENTION

MILTON R. RACKMIL, president of Universal Pictures, will return to New York today from the Coast.

•

Leo F. Samuels, president of Buena Vista, and **Jesse Chinich**, Western division sales manager, will leave New York tomorrow for Chicago.

•

Ed Feldman, 20th Century-Fox newspaper contact, and **John Springer**, magazine contact, will leave here today for Colorado Springs, Colo.

•

Raoul Walsh, producer, has arrived in New York from Hollywood.

•

Marc Frederic, president of Layton Films, arrived in New York over the weekend from Hollywood.

•

Leon Uris, novelist and screenwriter, will arrive in New York today from the Coast.

•

Samuel Goldwy, Jr., has returned to Hollywood from New York.

•

Ralph Martin, staffer at "Seventeen," left New York at the weekend for the White Mountains.

•

Sidney Harmon, producer, has arrived in New York from Hollywood.

Block-Booking Is Vital 'Down-Under': Rushmer

By SAMUEL D. BERNS

HOLLYWOOD, July 27.—"Block-booking is the only system under which the motion picture business can function properly," Ray Rushmer, Australian and New Zealand film distributor on Friday told MOTION PICTURE DAILY before emplaning to Sydney.

"There's no danger of any change in this system ever taking place 'down-under,' after following reports on resultant problems in your country," Rushmer stated.

Exhibitors favor a plan of systematic booking and a knowledge of the number of films they can depend on; distributors costs in selling and servicing out-of-range exhibitors are much less by comparison to our own, and producers can find finance for a steady supply of product, Rushmer pointed out.

Ricketson

(Continued from page 1)

deliberations in Los Angeles earlier this month.

Rocky Mountain division manager Robert Selig will assist Ricketson in conducting the two-day meeting here. Accompanying Ricketson are Irving Epsteen, N.T.'s realty and insurance head; Peter Lundgren, film buyer, and John Hodges, statistician.

The group will meet next with the Northern California and Northwest area circuit men under division manager William Thedford in San Francisco, Aug. 19 and 20. On Aug. 25-26 they will meet in Kansas City with Midwest division manager Richard Brous and his forces. Final sessions will be held at various Southern California points in Spencer Leve's territory, Sept. 9-11.

'Everglades' to Bow

(Continued from page 1)

Theatre, Coral Gables, and the Olympia Theatre, Miami.

Highlighting the festive events planned for the premiere, which will launch an all-Southern saturation booking campaign on the film involving more than 100 theatres throughout Florida and southern Georgia, will be the appearance of Budd Schulberg and his brother Stuart, author and producer, respectively, of the production, and Gypsy Rose Lee, Sammy Renick and Tony Galento, of the picture's cast.

Budd Schulberg will visit Jacksonville, Tampa, Ft. Lauderdale, West Palm Beach, and Miami several days in advance of the picture's opening, for press, television and radio interviews in each city.

Samuel Fuller Signs Deal with Columbia

Samuel Fuller, independent producer, has entered into a multiple picture production and releasing arrangement with Columbia Pictures, the company announced at the weekend. Fuller will write, direct and produce his films for Columbia.

Also at the weekend Columbia confirmed signing of a deal for the Broadway stage play "Who Was That Lady I Saw You With?" calling for author Norman Krasna to produce the screen version from his own screenplay.

Norman Rolfe Dies

BOSTON, July 27. — Norman Rolfe, 49, district manager for Lockwood & Gordon's 11 theatres in Maine, died in his sleep on Thursday in Waterville. With the circuit since 1939, he leaves a widow and two daughters.

Status of Art Theatres Issue at Embassy Trial

Special to THE DAILY

SAN FRANCISCO, July 27.—Standing of art theatres in motion picture exhibition became a point at issue on Friday in the Embassy Theatre anti-trust suit against National Theatres, Fox West Coast and eight distributor firms. On the stand was Barney Rose, Western district sales manager for Universal Film Exchanges. He testified that in 1946 the Embassy owners did not want to accept first-run art pictures "made available to them by Universal."

Queried by Raven

Embassy attorney Robert D. Raven asked if it wasn't true that art films in most cities were played in "low-budgeted neighborhood houses and almost never in metropolitan downtown areas such as San Francisco's Market Street, where the Embassy is located."

Rose denied this to be true, adding, "It depends on the availability of the product. When theatres are seeking certain pictures, and the opportunity presents itself to try a policy that is successful throughout the country they use it."

Following Rose, George A. Smith, former Paramount Western divisional sales manager, took the stand as a defense witness. He will return when trial reconvenes tomorrow.

French Officials Will Attend 'Smile' Premiere

High-ranking officials from the French consulates in New York and Washington, plus permanent representatives from the French delegation to the United Nations, will attend the gala charity world premiere of 20th Century-Fox's "A Certain Smile" at the Paramount Theatre here Thursday. The benefit opening will be held under the auspices of the Nephrosis Foundation of New York.

French dignitaries are Jacques Baeyens, Consul General; Edouard Morot-Sir, Cultural Counselor; A. E. de Vaucelles, F. W. Koszbusko-Morizet, and Georges Fieschi. The French Government Tourist Office will be represented by Andre Alphand and Rene Bardy.

S-W Corp. Commended

WASHINGTON, July 27.—Thomas H. Kuchel, U.S. senator from California, has read into the Congressional Record an official commendation for the part Stanley Warner Corporation has played in presenting Cinerama at the Brussels World's Fair. S-W was cited for its "superior ability to make friends for the United States."

L. A. Paper

(Continued from page 1)

by Arthur G. Pollock, LANPA c
man.

The text of the wires was as
lows: "Publishers of the membe
this association are getting more
more complaints about some of
current theatre advertising; last t
they want to do is act as a censor
be forced to censor all theatre c
This can easily be prevented if
will see that those responsible
your copy will keep one thing in
—young people of an impressior
age read these advertisements
more and more parents are rebe
against their children being exp
to some of the present theatre c
Will you please act as your own
sor. Your cooperation will be ap
ciated."

Clarified by Pollock

Contacted at the weekend, Po
stated the complaint was more a
against producers and distributo
foreign "sex" films.

Monthly Luncheon Cl For Radio, TV Conta

The radio and television publ
and promotion contacts of the
ern advertising and publicity de
ments of the major film comp
have inaugurated a monthly lunc
club to discuss mutual problem
relation to the various radio
television promotional show poss
ties. Their plan is to invite a
vision or radio program produce
the monthly meetings as the
speaker.

Participants are Jerome E
Universal; Roger Caras, Colun
Marvin Levy, M-G-M; Marty M
and Bill Stuttman, 20th Century-
Sid White and Felix Greenfield,
ner Brothers; Howard Haines,
mount; Burt Sloane and Buddy Yo
United Artists and Lester Di
Rank Organization.

John Huston to Dire Five for Seven Arts

From THE DAILY Bureau

HOLLYWOOD, July 27.—
Huston has signed a deal with
Hyman and Ray Stark of Seven
Productions to direct five pic
whose total budget will amoun
$20,000,000.

Huston's first project will be a
ture covering a 10-year span in
life of Dr. Sigmund Freud, with
Paul Sartre signed to collaborat
the screenplay with Huston.

The second Huston project,
preparation, will be the productio
"Lysistrata," in which a numbe
top leading female names of
world will be cast.

MOTION PICTURE DAILY. Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Floyd E. S Photo Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager. TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Vi Canby, Eastern Editors. Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; Telephone HOllywood 7-2145; Washington, J. A. Otten, National Press Club, W ington, D. C.; London Bureau, 4, Bear St. Leicester Square, W. 2, Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rocke Center, New York 20, Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-I dent and Treasurer; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 times a as a section of Motion Picture Herald; Television Today, published daily as a part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fame. Entered as s class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign. Single copies,

OOK MAGAZINE 2-PAGE SPREAD RAVES ABOUT "DR. LAURENT" NOW IN ITS 2nd RECORD-BREAKING MONTH IN NEW YORK!

One of the year's most exciting motion pictures!

"SUSPENSEFUL, STARK AND EXHILARATING. BOLD, INTELLIGENT AND TASTEFUL!" —*N. Y. Times*

"FRANK AND EXPLICIT. Much will be made of the birth scene, which is logically the climax of the picture!" —*Herald-Tribune*

"A really remarkable scene . . . done with hard-headed realism, always with good taste!" —*New Yorker Magazine*

"EXPLOSIVE! A stirring and dramatic climax!" — *Post*

WHY does this beautiful French girl want her baby born in public?

The Case of Dr. Laurent

JEAN GABIN
NICOLE COURCEL
with SYLVIA MONFORT
Directed by JEAN-PAUL LeCHANOIS
A COCINOR PRODUCTION
A TRANS-LUX RELEASE

ENGLISH-LANGUAGE VERSION TO OPEN — **BOSTON**—*August 13th—Mayflower* • **SAN FRANCISCO**—*Next Attraction—Clay and Larkin* **LOS ANGELES**—*Next Attraction—Beverly Canon and Vagabond* • **DETROIT**—*Next Attraction—Trans-Lux Krim* • *Other Key Cities Late Summer and Early Fall*

Plan Film Workshop For B'way Producers

A motion picture and television workshop designed to encourage Broadway producers and directors to enter the independent movie and TV film production fields in the East, will be conducted on location and at the Gold Medal Studios in the Bronx, beginning in late October and continuing through December 22.

Heading the workshop will be Martin Poll, president of Gold Medal. Co-chairman will be Saint Subber, co-producer of the Broadway show, "Dark At The Top Of The Stairs" and others.

Directors and writers such as Elia Kazan, John Cromwell, Joe Anthony, Budd Schulberg and Walter Bernstein are some of the guest speakers scheduled.

Walsh Slate Favored

(*Continued from page 1*)

scheduled to submit its slate to the convention until Aug. 7, with the election to take place the following day, but observers feel that if any opposition slate were in the making it would be in the open by now, since the time remaining for electioneering already is so brief.

Dozen in Group

Accordingly, early arriving executive board members and delegates are unanimousiy of the opinion that the Walsh slate will be returned to office for another two years. Others on the slate are Harland Holmden, general secretary-treasurer; Walter F. Diehl, assistant International president; James J. Brennan, first vice-president; Carl G. Cooper, second vice-president; Harry J. Abbott, third vice-president; Orin M. Jacobson, fourth vice-president; Hugh J. Sedgwick, fifth vice-president; Albert S. Johnstone, sixth vice-president; John A. Shuff, seventh vice-president; LeRoy Upton, eighth vice-president, and Louise Wright, ninth vice-president.

NLRB Ruling Draws Attention

Certain to be high on the agenda of both the executive board meeting and international convention is last week's decision of the National Labor Relations Board to broaden its jurisdiction to cover labor disputes in many theatres now excluded from NLRB coverage.

Details of the new NLRB standards, designed to become effective Sept. 1, but with public comments submitted before Aug. 16 to be taken under consideration, were published in MOTION PICTURE DAILY of July 23. I.A. officials here declined comment on the development but did not disguise their interest in it.

Say Allied Sought No Meet

Inquiry as to whether Allied States had sought a conference with I.A. officials to discuss granting relief to distressed theatres from some employment requisites of I.A. locals, brought a negative reply.

Senate Group Votes Tax Relief on First $

(*Continued from page 1*)

ment to a pending House-passed excise tax revision bill. The bill is unlikely to come up on the Senate floor before the first week in August, but the Senate is considered almost certain to ratify the committee action.

No Cuts in House Bill

The big fight will come in the final Senate-House conference that must work out differences between the Senate and House versions. The House bill, passed last year, contains no admissions tax provision. House Ways and Means Committee Chairman Mills (D., Ark.), who will head the House conferees, has taken strong stands so far against proposals to cut tax rates, and only this past week voted against two tax-cutting bills reported by his own committee.

The Administration is also strongly opposing the admissions tax cut. The Treasury Department estimates that the provision approved by the Finance Committee would lose the Treasury $25,000,000 to $30,000,000 of revenue a year, and in the executive session discussion of the bill Friday, Dan Throop Smith, deputy to Treasury Secretary Anderson, pointed out that this loss exceeds the loss involved in all the dozens of other provisions in the House bill. The Treasury will certainly try to get the conferees to eliminate the Senate provision, and may even threaten a Presidential veto.

Passed by Voice Vote

The provision was sponsored by Senator Kerr (D., Okla.) and was approved on a voice vote. Chairman Byrd (D., Va.) said the only members he heard voting against were himself and Senator Bennett (R., Utah.)

Robert W. Coyne, Compo special counsel, who has spent most o time in Washington for the last in efforts to get further tax relief, at the weekend: "While we ca pect opposition from the Trea this opposition is not likely to b vigorous or adamant as it might the exemption were higher. I Senator Kerr had hoped to ge exemption up to $1.50, or more, after conferring with Senator of Virginia, chairman of the S Finance Committee, Treasury off and other members of the comm Senator Kerr accepted their view the exemption of the first $1 o admissions was the best mov make.

'Not Out of the Woods Ye

"We're not out of the woods y any means," Coyne said. "The careful work people in the ind have done with the Senate Fi Committee must be repeated wit full Senate membership and wit House conferees.

"I wish to express my deepest preciation for the work already with members of the Senate Fi Committee by exhibitors in the states of these Senators. It has magnificent. I have not made one gle request for aid without rece an instant response."

There is still a bare possibility excise revision bill will get tracked in the Senate. There several other provisions which quite controversial and are pr ing considerable opposition, inclu one involving a major liquor ind battle. There has been some tho that Kerr might have to offer provision again as an amendme a pending small business tax bill, if it seems likely that the e bill is being stalled on the Se floor.

Weeks of Effort Rewarded

The approval of the Kerr am ment culminated several week work by Kerr, who has steadily canvassing and lining up his leagues.

Byrd said the reason given by ponents of the motion for their a was to help out motion picture t tre owners, who have contended the tax is aggravating already se economic troubles.

Would Be Effective in Fall

Under usual Congressional pr dures, excise tax cuts take effect first day of the first month begin more than 10 days after a bill comes law. If the admissions tax should stay in the bill and if the should become law, the tax cut w be effective September 1 or Oct 1, depending on just when it become law.

'Any Tax Relief Is Welcome'

(*Continued from page 1*)

fort at a time when Congress is rejecting all tax cuts.

"The amendment would be extremely helpful to several thousand theatres either paying Federal admissions tax now or not paying tax but unable to increase ticket scales because of the present law," one circuit executive said.

Ticket Hikes Have Been Difficult

"Many of our first run theatres throughout the country, and they are about the average, are charging 90 cents now but would like to raise to $1. Heretofore, because of the tax, we have had to consider either raising to $1.25 or remaining at 90 cents, because if we raised to $1 only, nine cents would go to the Treasury and one cent to the box office. Under Senator Kerr's amendment, we would be able to make the desired raise to $1 and not have it increased by tax. Heretofore, the choice has been either remaining at 90 cents or going to $1.25, to make the increase, less tax, worthwhile. In almost all instances that is too great a jump for patrons to accept, so we have been forced to stay at $1."

'Legits' Also Would Benefit

Pointing out that legitimate theatres, sports and other recreation enterprises would benefit from the amendment if it becomes law, Robert Coyne, Compo special counsel, said that this was not the first time outside enterprises had reaped a harvest from successful tax relief efforts made by the motion picture industry.

Coming at a time when people in the industry were disheartened by the delays in the business-building campaign, news of the vote on the Kerr amendment acted as a shot in the arm to all sectors of the business. Broadway especiallly reacted sharply to the news, as most of the theatres on the street have admission charges well over 90 cents and if the amendment becomes law the exemption of the first dollar will represent an enormous boost in non-taxable theatre receipts.

'Triumvirate' Praised

Members of the Compo triumvirate were jubilant. Sam Pinanski of Boston, veteran member of the triumvirate, said: "Once more Compo has scored a triumph in Washington. In the face of bi-partisan opposition to all tax cuts, Bob Coyne, Bob O'Donnell and Pat McGee have accomplished what was thought to be utterly impossible. True, we are not yet out of the woods, and there is still a great deal of work to be done by everybody in the industry, but the ice has been broken and further tax relief is appreciably nearer. I congratulate Bob Coyne on a wonderful job and I also commend Pat McGee of Denver, who has been of great assistance to Coyne. The friendships that Coyne has made in Congress for the industry have once more established their value and the value of Compo. Frankly, Bob has done what I myself thought was impossible. I also want to commend Charlie McCarthy for the part he played in this campaign."

'Great Day,' Says Montague

Abe Montague, another member of the Compo triumvirate, was equally enthusiastic. "This is a great day for our industry," he said. "Even if, by some mischance that is not now foreseeable, this amendment should not stick, or the measure should be vetoed, what Bob Coyne has accomplished shows the standing which our industry enjoys in Congress. Passage of this amendment into law will mean a tremendous increase in revenue, not only for theatres, but also for the motion picture companies.

"Everybody in this industry owes a debt of gratitude to Bob Coyne."

Ben Marcus of Milwaukee, the third member of the triumvirate, was not available for comment.

'Gods' Here August 6

"Twilight For the Gods," a versal-International release, will at the Mayfair Theatre here on V nesday, Aug. 6.

EW:

smoke in Tucson

Artists—CinemaScope

HOLLYWOOD, July 27

eptionally fine direction by as Carr, top notch performances ark Stevens, Forrest Tucker and Robbins, heading a hand picked blage of strong western charac- CinemaScope and appealing by DeLuxe are dovetailing at- es of this western. Intriguing sit- s favor a well written script ul Leslie Peil and Robert Jo- Producer Herbert Kaufman the film strong production .

ed on a story by Peil, which in- the premise of good brother bad brother, the action gets off impressive start when Stevens Tucker, as youths, are forced to the hanging of their father, ed of horse stealing. Stevens that he will some day return venge the hanging of his father, sought the right to own some Tucker, ashamed of his father's decides on a career of law en- nent.

brothers meet in later years ucker warns Stevens that he will m if necessary if he continues to e as an outlaw. Stevens changes awless attitude and regains a erly relationship with Tucker af- series of run-ins with a group nspiring cattle men who at- ed to grab control of a large f farm land.

e Robbins, a saloon singer, found it difficult to get Stevens tle down before he made good reat to acquire a piece of land mself, risks her life for him in a down with the chief conspirator. ng time, 79 minutes. General ication. Release, in August.

SAMUEL D. BERNS

Country'

(*Continued from page* 1)

Technicolor-Technirama produc- or UA release will be followed black tie party for the stars guests at the Beverly Hilton . Washington hostess Perle will be among the first-nighters party-goers.

llywood's international press and radio-television-newsreel ters will cover the festivities for rld-wide audience and the U.S. l forces here and in the Mid-

or TV Trailers nned for 'Sinbad'

lumbia Pictures is planning the extensive use of television in istory, including a color trailer showing adjacent to color TV s, to promote its Christmas re- "The 7th Voyage of Sinbad." clips and spots will all aim lling Dynamation, the new pro- for Technicolor films effects in "Sinbad," according to Rob- . Ferguson, advertising-publicity tor.

Toll-TV Delay

(*Continued from page* 1)

the next session of Congress a chance to consider and act on toll TV. The FCC had originally said it would not process any toll TV applications until 30 days after Congress adjourns this year. Harris asked that this be again postponed so that the next Congress could act, and the FCC has now acceded.

No Permit to Be Granted

The Commission said it would "accept and process such applications as may be received for trial subscription television operations, but that none should be granted until the sine die adjournment of the first session of the 86th Congress, in order to afford an opportunity for the conduct of Congressional hearings on the subject and for the adoption of *such* legislation as Congress may deem appropriate."

Many industry officials feel toll TV has been dying a slow death in recent months, and that the FCC decision to delay another year any toll TV action really will bury the system.

The Commission, however, hinted it would not agree to any further postponement next year, declaring it appreciated Harris' suggestion "that the status quo be maintained for a determinable period, rather than indefinitely, a position which involves the difficulties" outlined by the Commission in a previous letter.

Only One Application Received

FCC officials also insisted the Commission had taken one step forward, in that it had indicated it would process applications, even though it would not grant any, between now and the time Congress adjourns next Summer. So far, only one applicatiton has been received, and officials have indicated it was not properly prepared. Others can now be filed.

Harris said he had outlined the FCC answer to the Commerce Committee at an executive session Friday morning, and the members had expressed pleasure at the Commission stand. He said the matter is now closed for the current session as far as he is concerned. It's still possible, he indicated, his committee might hold hearings on this and other TV problems some time during the coming autumn.

The FCC, in its letter to Harris, said it recognized Congress's "active interest" in the program, and had hoped that since the issue had been pending so long, Congress would have had time to make up its mind on the problem this year. In view of Harris' letter, however, the FCC continued, this no longer seems possible, and the FCC has decided the best course would be to agree to the postponement.

Report Three Abstained

No announcement was made of how the Commission had voted on the letter, but it had been understood earlier that Commissioners Bartley, Lee and Ford had abstained.

Television Today

IN OUR VIEW

IMMEDIATELY prior to departure on a fortnight's pursuit of that elusive and ever-challenging game bird known as the "birdie," we risk throwing out a thought or two concerning codes, censorship and the content of program material, both entertainment and commercial. We may well have ridden this horse before, but the matter apparently is in serious need of considerable repetition.

Not so long ago, the redoubtable J. Edgar Hoover, perhaps one of the nation's most respected and sincere public officials, scored television and the screen for a "flood" of presentations which "flaunt indecency and applaud lawlessness." He described the situation as an "affront to our national conscience." Harold E. Fellows, president of the NAB, answered Mr. Hoover vigorously after the Hoover charges appeared in the FBI Law Enforcement Bulletin, refuting Mr. Hoover's contentions and pointing out that many studies have shown television to be a constructive force for good among young people.

•

That is well and good, but perhaps there is sound reason for some careful, objective and serious analysis of what might have been, or must have been the sources of Mr. Hoover's accusations. It must be remembered that such charges are altogether too expensive a luxury for any public medium to enjoy. Mr. Hoover said, in part: "There are, of course, many responsible leaders who dedicate their efforts to producing wholesome entertainment and upholding . . . established production codes of ethics. . . . Regrettably, however, there are some unscrupulous individuals who value money above morals and whose actions should be exposed in the searching kleig lights of public opinion . . . I deplore censorship. . . . Unless the leaders take the initiative . . . they may be assured it can be accomplished by the strong pressure of public opinion. Time after time, the voice of the citizen has brought action, and it can be done again."

•

Mr. Hoover is quite correct. It has been done before, and it can again. It well behooves the television industry, in all its strength, to see to it that there will be no cause for that public opinion to which Mr. Hoover refers to become stirred to the point of "doing something about it." This public is a tough and uncompromising opponent when he gets his dander up and starts raising the roof.

Very closely akin to that situation is another, which has specific reference to the television commercial. We refer to that cheap, tawdry, obviously phony and thoroughly stupid trick of dressing an announcer in pseudo medical clothes when he is delivering a commercial pitch having anything to do, even remotely, with the field of medicine. It is heartening, indeed, that the Television Code Review Board of the NAB has taken substantial steps to amplify its ruling banning portrayal of doctors and dentists in TV commercials.

•

In the first place, such practices cannot possibly deceive even the most unschooled viewer, other than a very young child, that the announcer really is a doctor. For the others of the vast TV audience, the reaction must be one of annoyance, anger and a resultant unhappy view of the product advertised. But far and away beyond that in importance and significance, the practice casts the whole of television's advertising approach in a bad light. In a word, it makes all television advertising immediately suspect.

Can such a situation possibly be condoned? We think not, and believe firmly that the perpetrators should be slammed over the head with the sledge-hammer of industry opinion until they see the error of their ways. It is indeed a grievious error.

—*Charles S. Aaronson*

Jerrold Now Owns 10 TV Antenna Systems

Special to THE DAILY

PHILADELPHIA, July 27. — The Jerrold Electronics Corp. has purchased the Muscle Shoals Television Cable Corp., a community antenna system serving Florence, Sheffield and Tuscumbia, Ala, it has been announced here by Milton J. Shapp, Jerrold president. With this acquisition, the company now owns and operates ten community antenna systems serving approximately 30,000 subscribers, and becomes the largest of the companies operating community antenna systems, Jerrold said.

The Muscle Shoals Cable System, which started operations in 1955, serves over 4,000 subscribers in the tri-city area. The system carries three television channels, WSIX-TV, Channel 8 (ABC), Nashville, Tenn. WBRC - TV, Channel 6 (CBS), Birmingham, Ala.; and WABT-TV, Channel 13 (NBC, ABC), Birmingham, Ala. Channel 13 is relayed to the system antenna site via a one-hop microwave system.

Marion Davies Named

Marion Davies, former Hollywood star, has been elected to the board of directors of Skiatron Electronics & Television Corp., it was announced by Arthur Levey, president.

CHINA DYNAMITE!

A great adventure out of the desperate days of the famous Flying Tigers!

Romina presents

VICTOR MATURE

in
FRANK BORZAGE'S

"CHINA DOLL"

THR
UA

BOOK IT NOW!

Introducing

LI LI HUA Co-starring **WARD BOND • BOB MATHIAS**

Featuring

JOHNNY DESMOND • ELAINE CURTIS • STUART WHITMAN
ANN McCREA • DANNY CHANG • Screenplay by KITTY BUHLER
Based on a story by JAMES BENSON NABLO and
THOMAS F. KELLY Associate Producer ROBERT E. MORRISON
Produced and Directed by FRANK BORZAGE

All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

.. 84, NO. 20 NEW YORK, U.S.A., TUESDAY, JULY 29, 1958 TEN CENTS

ITORIAL

arry M. Warner

By Sherwin Kane

E death of Harry M. Warner at is California home late last week urther reduces the fast-thinning s of industry pioneers who ed the motion picture from its ellodeon beginnings to major in- ry status over the last half-cen-

ith his brothers Jack, Albert and , H. M. made a start in the in- ry in 1903 by establishing the eer Theatre in New Castle, Pa. he oldest of the brothers, H. M. me the business head of the en- ise, which consisted of a store ling furnished with 99 chairs ed from a nearby funeral parlor.

•

at beginning set the pattern for roles the brothers were to play eir company over the years which ght tremendous successes and dwide expansion to it. Harry was administrative head of Warner . until advancing years forced first into a less active role and into retirement two years ago. ver those many years of struggle, rimentation, fabulous growth and ess following their pionering in talking pictures, H. M. held e ideal that the function of the en is to serve as well as to enter- humanity. This manifested itself, icularly in war time, in the spon- ip of productions which served national interest, such as Ambas- r James W. Gerard's "My Four s in Germany," Irving Berlin's is Is the Army," receipts of which turned over to the Army Emer- y Relief Fund, and the donation e bulk of the receipts from "Hol- od Canteen" to that World War ervicemen's organization.

•

recognition of this strong patrio- motivation, H. M. was accorded y honors, among them the DAR ll for patriotism, the National Red ss Certificate for Valued Service, Veterans of Foreign Wars Gold dal for Citizenship, the American ion citation, and many others. In 1, with his brothers Jack and Al- t, he was Motion Picture Pioneer the year.

is contributions to the industry its world status, both singly, and tly with his brothers, have been siderable and will stand as an en- ing monument to his pioneering administrative accomplishments.

A-A Confident, Broidy Says; Sets Plans For Four 'Blockbusters' for 1958-'59

(Picture on Page 5)

Confident of the basic vitality of the industry and of the exceptional opportunities that the film market will afford in the immediate future, Allied Artists has decided to add four blockbuster-type productions to its 1958-'59 schedule of 26 to 28 other features, Steve Broidy, A-A president, said yesterday following his arrival from the Coast.

Broidy said contracts for the four productions, which will be made by independent producers who will be fully financed by A-A, will be signed next week and that until then details of the program cannot be announced. The four, he said, will represent an

(*Continued on page* 5)

Martin G. Smith Dies; Former Head of Allied

Special to THE DAILY

TOLEDO, O., July 28. — Funeral services will be held here tomorrow for Martin George Smith, former national president and treasurer of Allied States Association and longtime member of its board of directors, who died suddenly Saturday night at his home here. Allied notables, headed by president Horace Adams and including former presidents Abram F. Myers, True-

M. G. Smith

(*Continued on page* 5)

MPAA Backs Clean Ad Aims of Publishers

The Motion Picture Association of America "heartily supports" the effort of the Los Angeles Newspaper Publishers Ass'n. to eliminate offensive material from theatre advertising, Taylor Mills, MPAA public relations

(*Continued on page* 8)

Films Promote World Harmony: Johnston

Special to THE DAILY

BURLINGTON, Vt., July 28.—The motion picture is "by all odds the farthest reaching of the channels for world understanding," Eric Johnston, president of the Motion Picture Association, said in a speech here tonight

(*Continued on page* 8)

Indiana Allied Starts Legislators' Appeal

Special to THE DAILY

INDIANAPOLIS, July 28.—Allied Theatre Owners of Indiana has organized a committee for enforcement of the motion picture decrees which is enlisting exhibitors to circulate and otherwise support the aims of national Allied's recently published pamphlet which is designed to bring public

(*Continued on page* 5)

Tributes Paid to Harry M. Warner By Industry Leaders, Associates

Tributes to Harry M. Warner from industry leaders and lifetime associates of the industry pioneer in production, distribution and exhibition continued to be paid yesterday, after more than 1,000 mourners paid their last respects at funeral services held Sunday at Wilshire Boulevard Temple, Hollywood. The co-founder and former president of Warner Bros. died at his Bel Air, Cal., home last Friday night at the age of 76.

Rabbi Edgar Magnin eulogized the deceased at the Sunday services. Burial was in Home of Peace Memorial Park near Los Angeles.

Harry M. Warner had an enduring claim to fame as one of the four brothers who revolutionized the motion picture industry by proving that electrically recorded sound could be made a commercial success.

It was a pioneering feat accomplished in the face of an almost universal feeling that the studios and theatres could not stand the expense

(*Continued on page* 6)

Aggressive Selling

Big Promotion Backing UA's 'Big Country'

Lewis Outlines $2,000,000 Drive; Field Staff of 60

(Picture on Page 2)

A campaign to match the picture's size and title is about to herald the key city openings of "The Big Country." Roger Lewis, United Artists director of advertising, publicity and exploitation, backed by executives of his department, yesterday detailed the campaign, which in many of its phases will be the largest ever undertaken by UA.

"We are not only preaching but we are practicing aggressive merchan-

(*Continued on page* 2)

Chances Slim for Tax Relief Action This Week

From THE DAILY Bureau

WASHINGTON, July 28 — Senate Democratic leaders see little chance that the Senate will get this week to the excise tax revision bill bearing the increased admissions tax exemption.

Finance Committee officials said they hoped the committee would file its report on the bill late this week,

(*Continued on page* 5)

Disney 9-Month Profit Reported $2,900,094

Special to THE DAILY

BURBANK, Calif., July 28.—Consolidated net profit of Walt Disney Productions and its domestic subsidiaries, three wholly-owned and Disneyland, Inc. (which operates Disneyland Amusement Park—65.52 per

(*Continued on page* 5)

Television Today Page 8

PERSONAL MENTION

DR. A. K. CHAPMAN, president of Eastman Kodak Co., and MRS. CHAPMAN will return to New York from Europe today aboard the "Queen Elizabeth."

•

BENJAMIN THAU, vice-president of Loew's, Inc., and MRS. THAU will leave New York today aboard the "Cristoforo Colombo" for Italy.

•

CHARLES LEVY, Buena Vista director of advertising-publicity, will leave here today for Chicago and Minneapolis.

•

ISADOR M. RAPPAPORT, owner of the Rappaport theatres, Baltimore, became a grandfather for the first time with the birth of a boy, DAVID MORRIS, to his daughter-in-law, MRS. MATTHEW ROBERT RAPPAPORT.

•

RICHARD GRIFFITH, curator of the film library of the Museum of Modern Art here, will leave New York today for Brazil.

•

THOMAS POLI NOLAN, grandson of the late SYLVESTER Z. POLI, founder of the Poli theatre circuit of New England, will be married in September to ROSEMARY SIMONS of New Haven.

Leo Jaffe Is Elected To Columbia Board

From THE DAILY Bureau

HOLLYWOOD, July 28. – Leo Jaffe, first vice-president and treasurer of Columbia Pictures, has been elected to the board of directors, it was announced today by A Schneider, president, following a meeting of the board at the studio. Jaffe fills the vacancy created on the board by the recent death of Nate B. Spingold, vice-president.

Jaffe has been with Columbia since 1930, when he joined the accounting department. He worked his way up through positions of assistant manager of the auditing department, travelling auditor and assistant manager and manager of the sales accounting department. He then became assistant to Schneider before being elected assistant treasurer in 1943. He was made a vice-president in 1954 and was named vice-president and treasurer in 1957. He has been first vice-president and treasurer since the death of Harry Cohn in March of this year.

M. P. Daily picture

UA'S BIGGEST PROMOTION YET. Announcing it, yesterday, in the board room—Roger Lewis and his executive staff, Mori Krushen, Fred Goldberg, Joe Gould, Harry Goldstein.

'Big Country' Promotion Set

(*Continued from page 1*)

dising," Lewis said, adding that the company's tremendously expanded promotion activites are going into effect at a time when other companies are cutting back on their advertising, publicity and exploitation schedules. The total cost of the campaign, Lewis estimated, will be "in excess of $2,000,000."

All Media to Be Utilized

Covering every avenue of motion picture merchandising at the point of sale, with heavy concentration on radio and newspaper advertising, the campaign will be executed by a staff of 60 exploitation field men. Its initial phases, some of which were begun as long as 12 weeks ago, will cover from 12 to 16 opening dates in key market areas between Aug 14 and Aug. 27. These will cover Atlantic City, Baltimore, Boston, Philadelphia, Washington, Chicago, Detroit, Dallas, Los Angeles, San Franciseo and Seattle.

Each of the openings will be attended by Gregory Peck, one of the picture's stars, and by other stars, where schedules permit. The Los Angeles opening, Aug. 22 at the Warner Beverly Hills, will be the pilot premiere, a lavish black tie affair for a dazzling invitation list.

No Date for N.Y. Bow

A New York opening date has not been set because, Lewis said, "We are suffering from an interesting handicap—'The Vikings' is doing so well that we cannot determine when the Astor will be free."

The campaign concentrates heavily on newspaper advertising— teaser ads three weeks in advance of the opening in each area and full page ads immediately in advance of the date in 33 newspapers. Similarly the radio spot campaign involves three weeks of around the clock spots in the important stations in each area. In Los Angeles, for instance, there will be 1,000 spot anouncements in one week alone.

TV to Be Included

This is in addition to extensive national magazine advertising and publicity breaks, television spots and star appearances, personal appearance tours, special teaser trailers for both theatre-goers and exhibitors, merchandising tie-ups, and two records, an album and a single.

Available to the exploitation men will be stills, feature stories, giant blow-ups, radio and television interviews and other material sufficient to fill a suitcase. In fact each of them will be given a leather suitcase full of material.

Planning Long and Careful

More than a year of planning has gone into the promotion, Lewis said, pointing out in passing that it seemed to him a perfect example of liaison not only between the UA sales and promotion departments but with the representatives of the producers—Worldwide, corporate name for William Wyler, who directed, and Anthony Pictures, Peck's company.

Sign Loew's Order

New York Federal Judge Edmund Palmieri yesterday signed an order approving compensation for Weldon Powell, special consultant to Loew's, Inc., in the amount of $17,188 for services from March, 1957, to June, 1958. The order was supported by Loew's officials.

Dallas Businessmen Contract to Produc

Special to THE DAILY

DALLAS, July 28. – A grou Dallas businessmen headed by Ro E. Hornberger, Dallas investor, contracted with United National F Corporation here to produce a se of full-length feature films for nat al distribution. Announcement of seven-year agreement was made jo ly by Hornberger, general partne Bob Hornberger Productions, L and Robert L. Madden, board ch man of United National Film C

Hornberger and Joe Graham, p ident and executive producer United National, said "plans are tually complete" for the first two tures to be produced this fall un the new arrangement. Major Ho wood personalities and professi production staffs, as well as n authors, will be used, they said.

Series on Old-Time Fi Production Here in W

A series of articles on early f making, starting with production the East around 1910, began yes day in the N. Y. World-Telegra Sun. Staff writer John Ferris is au of the series.

An introductory note states "We've come a long way in movies since the old silent days w the screen flashed white beca there was a break in the film—or r had to be changed. Today there no interruptions in our multi-mil dollar spectaculars and everyt runs smoothly. This series recapt the fun, excitement, rigors and e tions of old-time movie-making."

Will Assist Segal

Fay McMullen has been named sistant to Maurice Segal, newly-pointed West Coast publicity coo nator for United Artists, it was nounced yesterday by Roger Lewis, UA publicity director of vertising, publicity and exploitat Miss McMullen joined UA in Ju 1954, as secretary to Leon Roth, mer West Coast coordinator, who cently left UA to join the Miri Company as a vice-president.

NEW YORK THEATRE

RADIO CITY MUSIC HALL
Rockefeller Center • CI 6-4600
CARY GRANT · INGRID BERGMAN
in
"INDISCREET"
A Warner Bros. Release
and GALA NEW STAGE SPECTACLE

MOTION PICTURE DAILY. Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Floyd E. St Photo Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager. TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Vin Canby, Eastern Editors. Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; Telephone HOllywood 7-2145; Washington, J. A. Otten, National Press Club, W ington, D. C.; London Bureau, 4, Bear St. Leicester Square, W. 2, Hope Williams Burnup, Manager, Peter Burnup, Editor; William Pay, News Editor. Correspondents in principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefe Center, New York 20, Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-Pr dent and Treasurer; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 times a y as a section of Motion Picture Herald; Television Today, published daily as a part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fame. Entered as sec class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign. Single copies, 1

COLUMBIA'S
BLOCK-BUSTING
SUPER
7

each ahead of its class...
in every class...

HOLDEN LOREN
TREVOR HOWARD
in Carol Reed's Production

"The Key"

with
Kieron MOORE · Bernard LEE · Bryan FORBES · Beatrix LEHMANN · Noel PURCELL
and OSCAR HOMOLKA
Based on the novel "Stella" by JAN DE HARTOG
Written for the screen and Produced by CARL FOREMAN
Directed by CAROL REED · Associate Producer, AUBREY BARING
A CARL FOREMAN Picture A HIGHROAD PRESENTATION
CINEMASCOPE

SUPER
Love
Story!

VAN • TAB
HEFLIN • HUNTER

GUNMAN'S WALK

co-starring
KATHRYN GRANT · JAMES DARREN
with MICKEY SHAUGHNESSY
Screenplay by FRANK NUGENT • From a story by RIC HARDMAN
Produced by FRED KOHLMAR • Directed by PHIL KARLSON
CINEMASCOPE TECHNICOLOR®

SUPER
Western!

THE REVENGE OF FRANKENSTEIN

starring PETER CUSHING · EUNICE GAYSON
FRANCIS MATTHEWS · MICHAEL GWYNN
Written by JIMMY SANGSTER · Produced by ANTHONY HINDS
Directed by TERENCE FISHER · A HAMMER FILM PRODUCTION
TECHNICOLOR®

SUPER
Shocker!

DANNY KAYE · CURT JURGENS
NICOLE MAUREY

"ME AND THE COLONEL"

with Francoise ROSAY · Akim TAMIROFF · Martita HUNT · Alexander SCOURBY
Screenplay by S. N. BEHRMAN and GEORGE FROESCHEL
Produced by WILLIAM GOETZ · Directed by PETER GLENVILLE
A COURT-GOETZ PICTURE

SUPER
Dooper!

The 7th Voyage of Sinbad

starring
KERWIN MATHEWS · KATHRYN GRANT · co-starring RICHARD EYER, as the Genie
with TORIN THATCHER
Written by KENNETH KOLB · Visual Effects Created by RAY HARRYHAUSEN
Produced by CHARLES H. SCHNEER · Directed by NATHAN JURAN
A MORNINGSIDE PRODUCTION TECHNICOLOR®

SUPER
Spectacle!

SPENCER
TRACY

THE LAST HURRAH

A JOHN FORD PRODUCTION
co-starring
Jeffrey HUNTER · Dianne FOSTER · Pat O'BRIEN · Basil RATHBONE · Donald CRISP · James GLEASON
Screenplay by FRANK NUGENT
Based on the Novel by EDWIN O'CONNOR
Directed and Produced by JOHN FORD

SUPER
Book Into
Movie!

JAMES STEWART · KIM NOVAK

BELL, BOOK and CANDLE

co-starring
JACK LEMMON · ERNIE KOVACS
HERMIONE GINGOLD · ELSA LANCHESTER · JANICE RULE
Screenplay by DANIEL TARADASH · From the play by JOHN VAN DRUTEN
As produced in New York by Irene Mayer Selznick
Directed by RICHARD QUINE · Produced by JULIAN BLAUSTEIN
A PHOENIX PRODUCTION · TECHNICOLOR®

SUPER
Play Into
Movie!

EACH
AHEAD
OF ITS
CLASS...
IN
EVERY
CLASS...

FROM Columbia!

P.S. Have you checked the smash grosses on "The Camp On Blood Island"?

Printed in U.S.

ıdiana Allied

(*Continued from page* 1)
legislation pressure on the U.S.
rney General to combat what
d alleges to be distributor viola-
of the industry consent decrees.
ıe Indiana Allied committee of-
certificates designtaing the recipi-
as "A Man Who Cares" and
h pledges him to write to his
gressmen and otherwise aid in en-
ıg support for the Allied cam-
n. Trueman T. Rembusch of
ıklin, Inc., is chairman of the
nittee. Rembusch himself has
municated with Indiana Con-
smen and candidates for Congress
he fall election, and the state
mber of Commerce in the inter-
of the campaign.

vy Collections at
66,495 in Four Weeks

By PETER BURNUP

ONDON, July 26 (By Air Mail).—
res for the Statutory Levy collec-
in the four weeks to June 28
-the first period under which in-
sed Levy Rates were imposed—
been announced by the British
Fund Agency. They show that
collections in the period
unted to £345,177 ($966,495)
nst distributors' earnings on fea-
films of £617,734 ($1,729,655).
interim allocation of the Levy
eeds will be made to distributors
ıe rate of 37½ per cent of feature
earnings. This is the highest per-
age allocation yet made; in the
ious period the rate being 36
cent.

hen the Levy first became statu-
the Board of Trade imposed
ges on admission prices at fixed
which in their estimation would
l for producers a postulated total
3¾ million in a given year. The
in box-office takings, particularly
the 18 months immediately pre-
s to the last Budget statement,
lted in a serious short-fall in Levy
ections. Simultaneously with the
ouncement of tax remission last
il the Board imposed a new pat-
of Levy rates on a percentage
s.

low far the forecasts of Board of
de crystal in the matter of future
-office business are justified re-
ns to be seen.

ıances Slim

(*Continued from page* 1)
ring the way for Senate action
week. The committee Friday
nded a House-passed excise re-
on bill to include a provision ex-
oting the first $1 of theatre admis-
s from the 10 per cent Federal
Right now, tickets costing 90
ts or less are tax-free, while more
ensive tickets are completely tax-

fficials of the Council of Motion
ure Organizations were believed
be actively contacting exhibitor
lers around the country to get in
ch with their senators, to safe-
rd the provision on the Senate
r,

M. P. Daily picture

STEVE BROIDY, forceful, optimistic, prophetic, talking yesterday to newsmen. With him, general sales manager Morey Goldstein.

A.A. Confident, Says Broidy

(*Continued from page* 1)

investment of $6,000,000. One of them, he said, will be the recently announced "Man of Montmartre."

It will be the first time in the company's history that it has made more than one top budget production in a single season. Broidy said that while A-A had neither lost nor made money on its last two top budget productions, "Friendly Persuasion" and "Love in the Afternoon," it had "learned a lot" from them and its new program will be a new attempt to make the policy of the company profitably and permanent.

Broidy said he and other A-A executives are in the process of visiting exhibitor leaders in various parts of the country to acquaint them with the new production plans and those with whom they have met thus far have "enthusiastically endorsed" the program.

"The motion picture business is not dead; it's very much alive," Broidy said. "We at A-A are confident that the public will respond if it is properly sold. Today people don't buy theatre tickets. They have to be sold. But the experience of blockbusters now playing proves that the market is there for the right product, properly presented. Our executives are buying stock in the company, as you all know. Confidence in the outlook is the reason.

"Apart from the blockbusters, pictures like 'Macabre' and 'The Fly' have shown that showmanship is far from dead and that the public will respond to something different. But pictures which experience has shown us are predominantly the type that lose money, we will stay away from."

Broidy said economies effected within A-A in recent months have reduced overhead by $25,000 a week. Continuing efforts to reduce costs wherever possible are being made.

"The improved business we see ahead," he observed, "will not happen by itself. We all have to go out and go to work to make it happen. That's what we at A-A propose to do."

Broidy will leave here Thursday for the Coast.

Martin Smith Dies

(*Continued from page* 1)

man T. Rembusch and William L. Ainsworth, plan to attend the services.

Smith, a veteran exhibitor leader, was first president of the old Motion Picture Theatre Owners of Ohio and was active in changing its name to Independent Theatre Owners of Ohio and bringing it into the Allied ranks. His combined service as head of the two Ohio organizations extended over 25 years.

Attended Every Meeting

Until his health failed about eight years ago, Smith never missed a meeting of national Allied. He retained his interest in exhibitor affairs and remained on the ITOO board until his death. He was a partner in Smith & Beidler, circuit with six theatres in Toledo. He was also secretary and treasurer of the Toledo Theatres Association.

Surviving are his wife, Mary; son, James; daughter, Marilyn; and five grandchildren.

Goldwyn Appoints New Director for 'Porgy'

From THE DAILY Bureau

HOLLYWOOD, July 28.—Samuel Goldwyn announced yesterday he has relieved Rouben Mamoulian as director of "Porgy and Bess" and engaged Otto Preminger to replace him. Goldwyn said the action was due "to basic differences of opinion" with Mamoulian.

Preminger is scheduled to take over as director when shooting of "Porgy and Bess" is resumed late in August Production was delayed by a fire on July 2 at the Goldwyn studio which destroyed the stage containing the sets for the picture.

In announcing the change of directors, Goldwyn said, "I have the greatest respect for Rouben Mamoulian, but he and I could not see eye to eye on various matters. Rather than go on with basic differences of opinion between us I have relieved him and engaged Preminger to direct when production is resumed."

Mamoulian has announced he will institute legal action against Goldwyn and said he would engage Jake Ehrlich, San Francisco lawyer, to prepare the case.

SBA $10,000 Loan Made To Puerto Rican Theatre

From THE DAILY Bureau

WASHINGTON, July 28. — The Small Business Administration has made a $10,000 loan to the Empresa San Jose Theatre in Aquadilla, Puerto Rico. The loan was made last month, the agency announced.

Disney's Profit

(*Continued from page* 1)

cent owned) for the nine months ended June 28, was $2,900,094. This is equal to $1.89 per share on the 1,537,054 common shares outstanding, after provision for taxes of $2,908,000, president of Roy O. Disney announced today.

The corresponding period ended June 29, 1957, showed net profit of $2,347,745 (not including Disneyland, Inc.), equal to $1.57 per share on the $1,492,725 common shares then outstanding, after tax provision of $2,375,000. Third quarter net was 83 cents per share compared with 54 cents for the third quarter last year.

Figures for Disneyland, Inc., have been consolidated only for periods since June 29, 1957, on which date Walt Disney Productions increased its stock ownership from 34.48 to 65.52 per cent. While the financial statements are thus not strictly comparable, Disneyland, Inc., which added only $33,965 to consolidated net profit for the nine months, does not materially affect the results.

Consolidated gross income for the nine months was $34,332,133, up $10,882,312 over the same period last share.

Kodak Six-Month Sales Continue Above 1957

ROCHESTER, July 28.—Total sales of Eastman Kodak Company for the first half of 1958 were ahead of those for the like period of 1957, it was reported by Thomas J. Hargrave, chairman, and Albert K. Chapman, president. Earnings, although below the 1957 level for the total first half, kept pace with 1957 earnings in the second quarter.

Consolidated sales of the company's United States units for the first half (24 weeks ended June 15) were $353,621,635, or 1.6 per cent more than 1957 first half sales of $347,977,709, the company's best previous mark. Compared with 1957, this year's sales were up 0.9 per cent in the first quarter and 2.3 per cent in the second quarter.

Net earnings for the first half were $37,330,269, or $1.93 per common share. These earnings were 7.2 per cent less than 1957 first half net earnings of $40,221,346, or $2.08 per year.

Industry-Wide Tribute Paid Harry M. Warne

Acclaimed for His Pioneering In Sound, News

(*Continued from page* 1)

—a feeling that persisted after the widespread enthusiasm developed by the first public showing in 1926.

He also was credited in 1917 with being among the first to see the dramatic value of current news for entertainment use. He convinced James W. Gerard, former American ambassador to Germany, that his book, "My Four Years in Germany," would make a successful film in view of the excitment over the start of World War I in Europe. This was a part of Warner's theory that films had a mission to educate as well as entertain. That picture advanced Warner Brothers to a major position as a producing firm. The theory persisted down through the years.

Three Brothers Confer

Sam Warner, who died on the eve of the success of sound films, was at work on the building of a radio station in the coast studio when he became enthusiastic about the possibilities of synchronizing electrically recorded sound on discs with film projectors. He hurried east to interest H. M. Warner, then president of the company. Albert was also in New York handling distribution problems. Jack L. was head of production on the coast.

Arousing the enthusiasm of all the brothers required persuasive talents of a high order. Other companies had been approached and had turned away from the sound problem.

Interested N. Y. Financiers

Harry M. obtained a credit from Goldman, Sachs & Co. and thereby set the course of motion pictures in a new direction. It was in 1926 that the public saw and heard "Don Juan," first picture with recorded sound, along with a program of sound shorts. In one of these Will H. Hays was the speaker. Only a few years later it was recognized everywhere that silent pictures were obsolete. The company celebrated the 10th anniversary of sound in August 1936.

The brothers began their business careers together and stayed in a family unit until July 1956 when the company was reorganized with Jack L. as president and principal stockholder.

Harry M. was born December 12, 1881, in Poland, the oldest of 12 children. The Warner parents, Benjamin and Pearl, brought Harry to this country when he was six years old. They lived in Baltimore for a time. Later the growing family resided temporarily in several other cities, but settled eventually at Youngstown, Ohio, where Harry M. went into business for himself by opening a bicycle shop. He and his brothers became interested in motion pictures in 1903 and acquired a projector. They opened their first theatre at Newcastle, Pa. It was a remodeled store. Ninety chairs were hired from a local undertaker.

'Exchange' Idea Evolved

Very early they discovered there was no profit in buying films outright instead of renting them. They acquired most of the purchased films from the Kleine Optical Co. of Chicago and the film department of Montgomery Ward. The price ran from 10 to 12 cents per foot, making a reel cost approximately $100, a heavy burden, because the reels were valueless after they had run their course locally.

Harry early conceived the idea of forming an exchange for distribution of films on a rental basis. The brothers opened an office in Pittsburgh which grew into the Duquesne Amusement Co. This is reputed to have been one of the first exchanges.

Later they began producing "Warner Features" in St. Louis. Soon afterwards they moved their production to Santa Paula, Calif., with Jack L. in charge of production. Competition was so keen in 1914 the studio was abandoned and the brothers returned to exhibition and distribution. It was at that time that Harry M. presented his proposal for filming "My Four Years in Germany."

Vitagraph Acquired in 1925

Vitagraph, Inc., which operated 34 exchanges, was acquired in 1925.

After the consent decree in the anti-trust cases two new companies, production-distribution and exhibition were formed in February, 1953. Harry M., Albert and Jack L. sold their theatre stock and concentrated on production and distribution.

Harry M. continued as head of the company until July 1956 when Serge Semenenko of the First National Bank of Boston and Charles Allen, Jr., headed a group of investors who took over the bulk of the holdings of Harry M. and Albert. Jack L. continued as one of the largest stockholders and president.

In recent years Harry had been keenly interested in horse racing. He and his brothers assisted in the development of the Hollywood Park Track.

Following are some of the tributes to Warner from industry leaders:

Benjamin Kalmenson, executive vice-president, Warner Bros.: "I join the entire motion picture industry in mourning the passing of a true pioneer in spirit and action, who also was a fine gentleman and a close friend. My sincerest sympathies are extended to his family in its grief."

Stanleigh P. Friedman, vice-president and director, Warner Bros.: "Harry M. Warner was one of the great men of his generation. His intelligent and courageous role in the development and promotion of talking pictures has afforded to rich and poor alike an opportunity for a better life through education and entertainment in every part of the world."

Wolfe Cohen, president, Warner Bros. International Corp.: "Harry Warner personified the era of the motion picture industry during which it developed into the most important medium of communication and understanding between all peoples. His keen vision, vivid imagination and stubborn belief, were responsible for talking pictures which lifted the American motion picture industry to the eminence it now holds on the screens of the world."

Eric Johnston, president, Motion Picture Association: "In the passing of Harry M. Warner our industry has lost one of its great pioneers. As one of the co-founders of the company bearing his name, his contributions over the years to the advancement and enlargement of the motion picture's appeal are unprecedented."

Arthur Krim, president, United Artists: "The death of Harry M. Warner is a tremendous blow to the motion picture industry. We have lost one of the great pioneers whose genius and vision were responsible, for some of Hollywood's most important advances."

Leopold Friedman, president, Loew's Theatres: "I am saddened to learn of the passing of another great industry pioneer. I have many recollections of our friendship and business relations in the early years of Harry Warner's production career."

Barney Balaban, president, Paramount Pictures: "One of the greatest of the many qualities which Harry M. Warner (and his three brothers) brought to the early days of the motion picture industry was the priceless one of courage. He knew that the motion picture had incalculable potential; and at the moment when Vitaphone appeared, permitting the silent film to find a voice, he lent courage and vision to the project and the motion picture surged forward."

Spyros Skouras, president, Twentieth Century-Fox: "Harry Warner was one of the men who fashioned the motion picture industry into a great American insitution, which would be both a servant of mankind and a medium of entertainment and enlightenment. His passing is an irreparable loss but his deeds will remain long in the annals of the industry."

Abe Schneider, president Columbia Pictures: "The passing of Harry Warner is an occasion of grief for all of us in the motion picture industry. Even in our sorrow at his death, we are reminded of the courage, f
fulness, and dignity of his life."

Credited wit Originating th 'Exchange' Id

A. Montague, executive vice-p
dent, Columbia: "Harry Warner
a man of such great stature that
entire film industry is shaken at
passing. He leaves us a heritag
wisdom and courage that will
source of perpetual inspiration."

S. Charles Einfeld, vice-presi
Twentieth Century-Fox: "The in
try has lost not only a man who
neered in the new techniques in
tion pictures but one of its 'st
men' — an indomitable spirit
fought every inch of the way to
tablish motion pictures as the
popular form of entertainment. H
Warner fought for what he beli
and he leaves an industry manne
a host of executives he developed

Alfred E. Daff, executive vice-
ident, Universal-International:
monumental contribution made to
motion picture industry by Harry
Warner will serve to perpetuate
memory for all time. He, with
brothers, has left an indelible im
on the entertainment face of
world."

Paul N. Lazarus, Jr., vice-presi
Columbia: "With the passing
Harry Warner, the ranks of the
great pioneers of the motion pic
industry are further decimated.
life and his career exemplified
highest achievements in the indu
and his death is a great personal
to all of us who knew him."

W. P. Lipscomb Dies

LONDON, July 28.—William P
Lipscomb, writer-producer-directo
the British and American indust
is dead here at the age of 70.

Lipscomb began his career in E
land as a stage actor and had his
play produced in 1921. Follov
several successful years as sc
writer and director here he wen
Hollywood, returning to England
before the outbreak of World Wa
While in Hollywood Lipscomb w
the screen plays of "Les Miserabl
"The Garden of Allah," "A Tale
Two Cities" and "Clive of Ind
among many others.

Mrs. Sidney Gates

NORFOLK, Va., July 28.
Funeral services were held here
terday for Mrs. Sidney Gates, wife
the president of the Virginia Mo
Picture Theatre Association.

In Memoriam

HARRY M. WARNER

Dec. 12, 1881 • July 25, 1958

REVIEW:

Andy Hardy Comes Home

M-G-M

WELCOME BACK! Millions of film fans who enjoyed Lewis Stone as the kindly and philosophical judge and Mickey Rooney as his son between 1937 and 1945 will unquestionably give a warm greeting to the resumption of this series. Time has made changes in the cast necessary, but the warm family relationships and small town friendships will continue.

Rooney succeeds Stone as the father and judge. He still looks so young that it is hard to visualize him as a judge, but in the closing sequences of the picture he is impressive. His eight-year-old son takes up where Mickey left off in 1945. The resemblance between father and son is astonishing. The boy has personality and is a showman, although not as boisterous as his father. He made his first television appearance on the Ed Sullivan show last Sunday.

Fay Holden and Cecilia Parker came out of retirement to play Ma Hardy and sister Marian. Sara Haden is back from television as Aunt Milly. For the old-timers this cast will evoke memories; for the newer generation there are Patricia Breslin as Jane Hardy, Johnny Weissmuller, Jr., Pat Cawly, a charming girl, who will go places, and Jeanne Baird.

The story portrays Rooney's return to his home town as a young lawyer for an airplane manufacturer, who is seeking a site for a new factory. Mickey, of course, thinks it would be a great thing for the town, but a local real estate man who backs out of a pact on a selling price stirs up heavy opposition which reaches a climax at a meeting of the town council. As this climactic scene approaches Mickey greets his old friends. He makes a moving speech with boyish informality. After what seems defeat he discovers the townsmen have rallied to his side. At the finish he is offered the judgeship his father had held.

Lewis Stone's portrait is shown several times as Mickey retires to his father's study to ponder his problems. This identifies the picture with its predecessors. Red Doff was the producer and Howard W. Koch the director of a story by Edward Everett Hutshing and Robert Morris Donley.

Four songs written by Rooney and Harold Spina are part of an interesting musical background presented in a way to please that portion of the younger generation not already pre-sold by the 13 earlier films in the series which grossed millions of dollars and put many players on the road to stardom.

Running time, 80 minutes. General classification. Release, in August.

JAMES M. JERAULD

MPA Backs Clean Ads

(Continued from page 1)

director, said in a reply sent yesterday to Arthur G. Pollock, chairman of the publishers' organization, which last week sent approximately 100 warning letters to theatre, studio and home office advertising executives.

Mills pointed out that the publishers' action was in line with the aims of the MPAA Advertising Code Administration which examines advertising copy and art work on films which carry the Production Code seal. The letter said it was "unfortunate" that the publishers' complaint did not indicate that it was directed "primarily against those distributors who promote the so-called 'sex' films which obviously do not carry the industry's Production Code seal and whose copy is not submitted to the Advertising Code Administration."

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Johnston Lauds Films

(Continued from page 1)

at the Warren R. Austin Institute in World Understanding at the University of Vermont.

Johnston's subject was "the American motion picture in world perspective." He discussed it from three aspects—economically, as an art form, and as a medium of communications.

American films are shown before an estimated 145,000,000 persons in 100,000 theatres throughout the world, Johnston told his audience as part of his discussion of film economics. He also pointed out that the world-wide investment in theatres now amounts to $7,000,000,000 and the gross revenues at the world's box office's total $3,000,000,000 a year. American films occupy on an average 60 per cent of the total playing time, he said, and earn American film producers around $600,000,000 a year in gross rental receipts.

As an art, the motion picture is "surely the most ambitious" of all forms, the MPA head declared. "It is the sum total, the apotheosis of all the older arts; the pictorial and visual arts; the arts of drama and music; the arts of prose and poetry and sound."

"Like its sister arts," he added, "it can be used poorly and it can also be used magnificently. In my judgment American movie-makers have on the whole used it magnificently as the popular art of our times."

In taking up his third subject—the film as a medium of communications between peoples—Johnston said that this is "what the motion picture is really about — its impact on people around the world and people's impact on the film—the difficult, delicate and sometimes discordant problems of reaching across one society, one nation, one culture, to another."

The MPA head took to task the "censors" who declare that ce
pictures "distort or destroy" Am
and feel that such productions sl
be "banned in the interest of
republic."

"If any film were so harmful t
national interests, so devastatingl
structive, I would eagerly join
censors," Johnston said. "But w
find is that these censors agree n
on what films they like or dislike
on their standards of appraisal, n
precisely what it is they expect
film to do. I find that they belie
a magic that never is or was or c
be."

Television Today

Paramount, EMKA 'Lab' Work to Consolidated

Since acquisition of Paramount's New York film laboratory in June, Republic Pictures' Consolidated Film Industries Division has entered into agreements with Paramount for its film laboratory printing, and with EMKA, Music Corp. of Amerca subsidiary, for the film laboratory printing for the television or theatrical release of the 750 pre-1948 pictures EMKA acquired from Paramount.

This was reported to Republic stockholders by H. J. Yates, president, who also informed them that the company had net profit after taxes of $1,126,238 for the 26 weeks ended last April 26. This compares with a net after taxes of $92,586 for the corresponding period a year ago.

Republic stockholders also were told that the company has discontinued film production, and that distribution of its old films is being done by independents at home and abroad. Leasing of the company's studio facilities to television and theatrical producers continue to increase and distribution of its post-1948 pictures to television should produce "substantial income over the next five years," the Yates' report says.

House Group Approves 'Ethics Code' for FCC

Special to THE DAILY

WASHINGTON, July 28. — The House Commerce legislative oversight subcommittee today approved for consideration by the full committee a bill to require the Federal Communications Commission to adopt a code of ethics along the lines now in force in other Federal regulatory agencies.

Rep. Oren Harris (D., Ark.) heads both the subcommittee and the full committee.

Other provisions included in the bill would: take away from the President the power to name the chairman of the FCC; eliminate the authority of FCC commissioners to accept "honorariums" for speeches to the broadcasting industry; permit the President to remove a commissioner for "malfeasance" in office, and would curb fraternization between commissioners and broadcast license applicants.

SMPTE Elevates 15 To Status of Fellow

The Society of Motion Pictur
Television Engineers has elevat
of its active members to the sta
Fellow in the Society, it wa
nounced by SMPTE secretary V
R. Holm, E. I. DuPont de Nen
The fifteen were selected by the
low Award Committee, headed b
John G. Frayne, Westrex Corp.

Those members so honored
Herbert W. Pangborn, manager
Tech. Operations, CBS, Inc.;
dore B. Grenier, chief of video
ties engineering, ABC, Holly
Douglas Shearer, director of tec
research, M-G-M; Charles P.
burg, manager, advanced vide
development Ampex Corp.; W
S. Ball, Independent Film Labor
San Francisco.

Also S. E. Howse, chief eng
Technicolor Corp.; Charles S. St
executive secretary, SMPTE; Li
G. Dunn, special effects camer
Filmeffects of Hollywood; Dav
MacAdam, research physicist,
man Kodak Co.; Raymond B.
technical service manager, Arc
bons, National Carbon Co.; Ca
Haugue, quality control engineer,
solidated Film Ind.; Burton F.
recording engineer, Westrex C

Also Philip M. Cowett, electric
gineer, U.S. Navy; Louis Hagen
motion picture director, U.S.
Force; and Keith B. Lewis, ma
of Washington, D.C Office, Ea
Kodak Co.

'Sunset Strip' Starts On ABC-TV October

"77 Sunset Strip," a new hour
mystery-adventure series from
studios of Warner Bros., and st
Efrem Zimbalist, Jr., will be lau
this fall on the ABC Television
work under the sponsorship of A
can Chicle Company, Carter
ucts, Inc., and Whitehall Laborat
Division of American Home Proc

The series will be seen Friday n
9:30-10:30 P.M., EDT, starting
3. It will be produced under the
sonal supervision of Jack L. Wa
president of Warner Bros., and
liam T. Orr, Warner Bros. telev
executive producer.

The BULLETS, The BLONDES, The BOOZE, The BLOOD of the Era That's TODAY'S HOTTEST CRAZE!

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Oklahoma City • Denver • Los Angeles • Portland • Salt Lake City • San Francisco

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ITORIAL

h-Fox Foregoes Road-Showing

By Sherwin Kane

E concession made to exhibition
Spyros Skouras and Alex Harri-
n of 20th Century-Fox in agree-
the release of "The Barbarian
he Geisha" in the regular chan-
of orderly distribution, instead
a hard-ticket policy, as had
contemplated originally, is a
re rare in these days of the
it of the ultimate dollar pos-
y from every top quality re-

is also a great opportunity for
itors throughout the country to
their own cause.

•

hough the 20th-Fox decision was
at the behest of Leonard Gold-
and Edward L. Hyman of AB-
it is of just as much import to
other theatre in the country
is to theirs. In fact, part of the
asion employed by the circuit
tives was the assurance that, in
n for sending the John Wayne
r out on regular release, exhibi-
everywhere would devote extra
otional effort and playing time
e attraction.

hibitors who complain about the
of availability of top product,
t the waiting time for superior
ctions to finish road show en-
ments, will be watched not alone
0th-Fox, but by other distribu-
also for the manner in which
handle "The Barbarian."

•

behooves exhibitors not to let
enson and Hyman down. They
assured Skouras that the returns
regular release of this produc-
in October, when top quality
uct normally is scarce, can be as
as, or better than, those which
t be produced from its road-
ing.

experience bears this out, ex-
ors could have no more forceful
ment against the policy that
s to irk them most today. It
d, in fact, be the solution to their
plaint.

his accession to exhibitor urging
ut one more instance of the
dly, understanding treatment of
bitor problems that is character-
of Skouras and his associates.
ibitor self-interest, if not exhibitor
itude, demands that it not be
lusioned or discredited.

Fear Drive-In 'Price War' Might Spread All Over New England Area

Special to THE DAILY

PROVIDENCE, R. I., July 29.—A "price war" now going on in this area among drive-in theatre operators is causing alarm to exhibitors all over New England who fear the reduction in admission price to a flat $1 per car from 70 cents per adult may spread to other cities.

When one drive-in announced the reduction in price, others in adjacent regions adopted the same policy of $1 per car in order to meet the competition. The change is presently in effect at nine drive-ins. Now owners of drive-ins outside this city are watching the situation anxiously for fear they may have to drop their prices also.

Trade circles here feel if the price cut spreads to Worcester theatres it could easily go to Springfield and

(*Continued on page 4*)

Shelton Reports Today On Soviet Negotiations

A report on the current status of negotiations for the sale of American films to the Soviet is scheduled to be given to a meeting of the board of directors of the Motion Picture Export Association here today by Turner Shelton of the U. S. Information Agency. He will also discuss International Monetary Guaranty Fund developments as they pertain to film company operations currently.

The future of the Soviet negotiations is believed to hinge on the State De-

(*Continued on page 4*)

Panavision Shows New Photographic Lenses

By SAMUEL D. BERNS

HOLLYWOOD, July 29. — Two new photographic lenses by Panavision, Inc., which could have a progressive effect on industry, were demonstrated today at a press conference in the company's West Los Angeles plant.

One of these, a new fast anamor-

(*Continued on page 5*)

See Hospital Pledges Ahead of Last Year

The national committee of the combined Audience Collection and Christmas Salute of the Will Rogers Memorial Hospital and Research Laboratories feels that theatre participation in the campaign this year will surpass that of 1956. Optimism is based on the step-up late last week in the rate at which pledges are coming in.

Si Fabian and Ned Depinet, national co-chairmen of the combined drives, said yesterday that the two

(*Continued on page 4*)

Exhibitors Laud Fox Decision Not to Road-Show 'Barbarian and Geisha'

Spyros P. Skouras, 20th Century-Fox president, and Alex Harrison, general sales manager, have received numerous telegrams from exhibitors lauding 20th's decision to put "The Barbarian and the Geisha" in general release, rather than distributing the attraction on a two-a-day, roadshow basis, the company disclosed yesterday.

The Independent Theatre Owners Association of N. Y., through Harry Brandt, president, lauded the company's action and pledged to do "everything possible to alert exhibition to get behind 'The Barbarian' and produce a result at the boxoffice which will demonstrate to the industry beyond question the wisdom of this policy."

Dan Lewis, Cooperative Theatre of Michigan, declared: "You personify the kind of courageous leadership that the name Skouras implies."

Charles Winchell, Minnesota Amusement Corporation: "We will support this good thinking that should result in top grosses."

Jesse Lenin, General Theatrical Corporation: "In these trying times, it makes one feel good to hear of a leader taking a step in the right direction."

M. J. Mullin, Allied Theatres of New England: "This should be an added incentive to all exhibitors and your interest for the exhibitor should be shouted to the housetops."

New Conditions

No Product Shortage Now, Exhibitors Say

Quantity Meaningless; Get Longer Runs Via Quality

Complaints of a shortage of product have diminished almost to the vanishing point on all levels of exhibition in recent months, trade observers are agreed.

The explanation lies not in any numerical increase in production and release nor in the availability of more foreign product and increasing public acceptance of it. In fact, from a strictly numerical standpoint, most Hollywood studios have continued to trim rather than increase their production schedules, even after taking into account the independently pro-

(*Continued on page 2*)

House Passes Bill Aiding Self-Employed

From THE DAILY Bureau

WASHINGTON, July 29.—The House passed a bill that would give tax help to many exhibitors, salesmen and other self-employed persons.

The bill, which would permit these self-employed people to defer taxes on up to $2,500 a year put into special retirement plans, faces an uncer-

(*Continued on page 5*)

Anti-Trust Laws Vital To Broadcasting: NAB

From THE DAILY Bureau

WASHINGTON, July 29.—The National Association of Broadcasters today urged the Senate to keep radio and television broadcasting agreements subject to the anti-trust laws.

Testifying before a Senate Judici-

(*Continued on page 5*)

Television Today

Page 5

PERSONAL MENTION

JOSEPH ENDE, United Artsts comptroller, will return to New York from Europe today aboard the "Ile de France."

•

Bernard Goodman, Warner Brothers executive in charge of domestic operations, is scheduled to leave here tomorrow for the Coast.

•

Jeff Livingston, Universal Pictures Eastern advertising manager, will leave New York at the weekend for Europe.

•

Mrs. Tillie Balaban, wife of Barney Balaban, president of Paramount Pictures, will return to New York from Europe today on the "Ile de France."

•

Martin Friedman, of American Broadcasting - Paramount Theatres, will leave New York today for Pittsburgh.

•

Israel Zatkin, managing director of the Mayfair Theatre here, has become a grandfather with the birth in Champaign, Ill., of a son, David Vincent, to his daughter, Mrs. Carol Bloomquist.

•

Hugh Owen, Paramount vice-president, and Edmund C. DeBerry, his executive assistant, will return to New York on Friday from Buffalo.

Showmanship Stunts Give 'Sierra' Boost

Special to THE DAILY

BUFFALO, July 29. – 20th Century-Fox's "Sierra Baron" got off to a big start last night at the Center Theatre here with the help of some special showmanship stunts. Big feature of the advance campaign was a coloring contest in cooperation with five stores of the Sample Corp. Entrants had to go to these stores to secure their contest blanks–consisting of a scene from the picture which they were required to color and return to the store. First prize was a pony, and runners-up got guest tickets to see "Sierra Baron."

Another stunt was a summertime hayride arranged with a local riding academy. On opening night the hayrack was driven down Main Street, some five miles, with large signs on it publicizing the film. There was also a parade in the downtown section on opening night with a band which played for an hour in front of the theatre.

Exhibitors See No Shortage

(*Continued from page* 1)

duced films they finance and distribute. The explanation, exhibitors themselves agree, is that current product is of better quality for the most part and, in consequence, it is giving all classes of theatres more booking mileage than were the releases of the previous several years.

One national circuit executive stated flatly yesterday, "There no longer is a product shortage." He happens to be the one who was most vocal a year or two ago in denouncing major studios' reduced production schedules and in clamoring for amendments to the Federal consent decrees which would permit divorced circuits to engage in film production.

Cites Greater Playing Time

"Today," he said, "we're getting four or more weeks playing time from pictures in our theatres that formerly were on a weekly change basis. When one picture does the work of four, and when there are enough pictures of that kind available, the so-called product shortage is no more."

An independent circuit operator put it this way: "Picture quantity no longer is important. Formerly, there were seldom more than 25 or 30 so-called hits in a season. The percentage is running better than that now. Quantity is made up in the in-between films, and they don't mean a thing at the box office today. If we can keep on getting a high percentage of hit films, good for extended runs, we don't have to worry about the number of pictures made."

Point to AB-PT Cessation

One observer noted that American Broadcasting-Paramount Theatres had discontinued production of its program pictures, which it had undertaken solely as a protest against reduced production schedules of major studios and as a possible incitement to increased production from any source at all, whether major, independent or newcomer.

"I think we are safe in concluding," he commented, "that if a product shortage of any serious proportion still existed, AB-PT would not be discontinuing production."

Colorado 'Hunters Day' Will Honor Fox Film

Special to THE DAILY

DENVER, July 29. – Gov. Steve McNichols of Colorado has proclaimed Friday as "Hunters Day" in this state as part of the elaborate Air Force–State of Colorado celebration surrounding the world premiere of 20th Century-Fox's "The Hunters" at the Air Force Academy.

Covernor McNichols and Maj. Cen. James Briggs, superintendent of the Air Force Academy, will jointly host the lavish premiere of the Dick Powell CinemaScope-DeLuxe Color production before the cadets stationed at the present academy site at Lowry AFB, Denver, and the more than 150 accredited correspondents and photographers who are here as a part of a three-day international press preview of the permanent academy at Colorado Springs.

The governor himself and an elaborate Air Force Academy honor guard will greet Dick Powell, his wife, June Allyson, May Britt and a Hollywood contingent of syndicated correspondents at the Denver airport Friday morning.

Gollin on Press Tour

Ed Collin planes out tonight for Buffalo, Rochester, Montreal and Boston to handle advance press for Harold Robbins, author of Allied Artists "Never Love a Stranger," in connection with openings of the picture.

Charninsky, Veteran Texas Showman Dies

Eph Charninsky, veteran Texas exhibitor, died in a San Antonio hospital late Monday night of uretic poisoning following a lengthy illness. Funeral services will be held for the deceased in that city this morning.

Charninsky, who was in his late 70s, had been in theatre business in Texas for more than 40 years. In his later years he was active in drive-in theatre operation and was associated with C. C. Ezell, Ned E. Depinet and Sam Dembow, Jr.

Depinet and Dembow left New York by plane yesterday for San Antonio to attend the services.

Publicity Unit Installs

HOLLYWOOD, July 29. – John Flinn, Allied Artists publicity director, was installed as chairman, and Al Horwits, Columbia Pictures publicity director, was elected co-chairman at a meeting of the Studio Publicity Directors Committee today at the Beverly Hills Hotel. Flinn succeeded U-I publicity director Jack Diamond to the post and will serve for one year. Horwits will head the committee during the following year.

Mayor Wagner Guest

HOLLYWOOD, July 29. – Mayor Robert Wagner of New York will be honored guest tomorrow at the luncheon of the Association of Motion Picture Producers in the Beverly Hills Hotel.

Six New Theatres Built In Canada This Year

Special to THE DAILY

**TORONTO, July 29. – Six
tres were built this year in Ca
One of them was a replacemen
a house burned out by fire–R.
ette's Bedford in Bedford, Que.
Three of the houses were
ins: the 500-car Atomic of
Films Ltd. (C. R. Harnett) at Spr
Ont.; the 500-car Fountain Dri
of H. Fitton at Bracebridge,
and the 350-car Skylark Drive-
George Delaney at Gananoque,
The other indoor theatres
Napeoleon Molloy's Rex in Bea
Que.; and J. A. Beaudreault's C
in Shelter Bay, Que.**

Reports Deal for U.K Films to Show in Rus

From THE DAILY Bureau

LONDON, July 27 (By Air
–Colonel Gordon Rayner, a me
of the board of Sir Michael Bal
Ealing Films, just returned
Karlovy Vary, Czechoslovakia's
Festival, reports the signing the
a "treaty of co-operative intent"
Davidov, the head of film dist
tion in Moscow.

Under the treaty, three Ealing
–"Dunkirk," "Barnacle Bill"
"Proud Valley," are to be sen
Russia immediately. These, Ra
said, will be the first Ealing film
go to the Soviets since the last
They will all be direct sales, as
posed to the sharing terms which
erated in pre-war days. They can
duce anything from £4,000 to £
000, Rayner added.

Two other Ealing films have
sold to Czech Film Export und
deal which calls for the distrib
of two Czech films in this cou
Rayner had trade talks also with
resentatives of Poland, Hun
China, Albania and even Mong
They all expressed "keen interest
Britain's films but were concer
like Russia and Czechoslovakia
making reciprocal deals.

3-Day 'Eden' Events

Three days of civic ceremonies
special events featuring Esther
hams, co-star of the film with
Chandler, will highlight pre-rel
world premiere of "Raw Wind
Eden," Universal-International's
at Hamid's Warren Theatre in Atla
City, next Tuesday, it was annou
by Charles Simonelli, Eastern adve
ing-publicity department manager
Universal Pictures. National ma
zine, syndicate and trade press re
sentatives as well as television
radio officials have been invited
participate in the three-day c
monies.

MOTION PICTURE DAILY. Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Floyd E. St
Photo Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager. TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Vin
Canby, Eastern Editors. Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; Telephone HOllywood 7-2145; Washington, J. A. Otten, National Press Club, W
ington, D. C.; London Bureau, 4, Bear St. Leicester Square, W. 2, Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in
principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockef
Center, New York 20, Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-P
dent and Treasurer; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 times a
as a section of Motion Picture Herald; Television Today, published daily as a part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fame. Entered as se
class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign. Single copies,

SMASH BIZ FOR M·G·M's NEW BOXOFFICE GENERAL

’s First Since The Oscar!

All America Salutes The NEW SOCK Laugh Riot With That "DON'T GO NEAR THE WATER" GUY!

FRISCO
Equals holiday biz of big money "Water"!
WASH., D. C.
2nd biggest gross in 2 years!
OAKLAND
Twice gross of current BIG hit!
WILMINGTON
Tops wonderful "Water"!
CHARLOTTE
Double Easter biz. Tops "Water"!
GREENVILLE
One of year's Tops!
NEW ORLEANS
Tops Memorial Holiday gross!
PORTLAND, ME.
Terrific!
SAN JOSE
Beats Christmas Week Holiday biz!
RICHMOND
Great! Tops "Water"!
ALBUQUERQUE
Excellent. Near New Year's gross!
CANTON
One of best in past year! Great!
DANVILLE, VA.
Excellent! First 2 days double normal gross!
LUBBOCK, TEX.
Excellent!
SACRAMENTO
Terrific! Tops 2 of years BIGGEST by 50%!
AND MORE EVERY DAY!

M·G·M presents The Rip-roaring, Rowdy Comedy starring
GLENN FORD
in
IMITATION GENERAL
Co-Starring
RED BUTTONS
TAINA ELG · with **DEAN JONES**
Screen Play by WILLIAM BOWERS · Based On the Story by WILLIAM CHAMBERLAIN
In CinemaScope · Directed by GEORGE MARSHALL
Produced by WILLIAM HAWKS · An M-G-M Picture

M·G·M BACK ON TOP IN '58!

Shelton Report

(*Continued from page* 1)

partment's cultural interchange program in its relation to the industry. If the government considers further negotiation of a film pact sufficiently important, it is believed company foreign departments will make the effort as soon as the time and place for further negotiations have been agreed upon. Otherwise, most industry observers believe the discussions with Russians will be permitted to lapse.

The negotiations with a Soviet delegation were discontinued last spring after several weeks here and in Washington with the understanding that they would be resumed without too great delay. One of the obstacles to an agreement was the reciprocal basis insisted upon by the Russians. It is believed that if the talks are resumed, the involuntary purchase of Russian films for American exhibition would not be at issue.

Johnston Will Preside

Eric A. Johnston, MPEA president, will preside at the meeting and will leave for London by plane immediately afterward. He will be accompanied by Griffith Johnson, MPEA vice-president for Europe. It is believed that Johnston will agree on a date with British Board of Trade officials for the renewal talks on the Anglo-remittance agreement. The talks will be held in Washington in September as they were last year.

Johnston also will visit Paris and Rome, returning here in about a week.

Smith Denies That He's 'Professional Witness'

Special to THE DAILY

SAN FRANCISCO, July 29. – Veteran theatre man George A. Smith, former Paramount sales executive and now advertising manager for the Pacific Drive in Theatres in Los Angeles, frankly admitted from the witness stand here in the Embassy anti-trust suit that he has received as high as $500 daily for testifying for Paramount in various monopoly suits, but stoutly denied under questioning by Federal Judge Edward P. Murphy that he considers himself a "professional witness."

This was after Robert D. Raven, counsel for Leland C. Dibble and Daniel O. McLean, Embassy owners currently seeking eight million dollars in damages from eight distributors as well as National Theatres and Fox West Coast Theatres, forced Smith to admit that as far back as the Justice Department's case in the late 1940's against Paramount, Smith had either testified as a witness or given depositions in favor of Paramount.

As the witness admitted, under Raven's probing that one days work actually netted him $500, Judge Murphy remarked:

"You're sort of a professional witness, aren't you?"

"If you mean, your honor, as a sort of business, I am definitely no professional witness," Smith replied.

REVIEW:

A Certain Smile

20th Century-Fox—CinemaScope

Against beautiful backgrounds in Paris and elsewhere in France this picture shows the "bittersweet" romantic involvements of a young French student, first with a classmate at the Sorbonne and then with the boy's married uncle.

In a real sense the camera has one of the starring roles. Under the direction of Jean Negulesco, famed for bringing out the natural beauties of the locations where he works, there are magnificent glimpses of the French Riviera, charming views of Paris and of two provincial towns and interiors that will make even professional decorators cheer.

In addition to the scenery, fully embellished in CinemaScope and De Luxe color, there are the considerable charms of the girl, Christine Carere. Not only is she attractive and expressive but she gives signs of developing into a fine actress. Bradford Dillman, the student, also has his first major role in this film. He plays with enthusiasm a role that is somewhat confused. Co-starring with these "new faces" are the skilled performers Rossano Brazzi, the uncle, and Joan Fontaine, his wife.

The screenplay by Frances Goodrich and Albert Hackett is based on the novel by Francoise Sagan, who attained literary and public fame with her first book, "Bonjour Tristesse." Miss Sagan represents herself as an exponent of Existentalism which, as reflected in this picture, seems to say, "Live as you please from moment to moment." With this kind of basic motivation it is not surprising that the plot development is leisurely.

Miss Carere, playing a law student, is moody and gloomy presumably because her parents still grieve for a brother killed three years ago. She believes herself in love with a fellow student, Dillman, but is attracted to his uncle, Brazzi. When Dillman declines to run off and marry her, preferring to wait a few months for parental permission, the girl goes off to spend a week with Brazzi on the Riviera. Now she thinks she really loves him and can permanently win him from his wife. Back in Paris she not only is disappointed in this but is crushed to find that he has turned his extra-marital attentions to another young girl. The wife who had befriended her makes her finally realize that a wife also has rights and feelings. The repentent husband gets another chance. At the end there are signs that the girl will be reconciled with the boy who, of course, had spurned her when he learned of her rendezvous with his uncle.

Henry Ephron, the producer, is to be credited with the beautiful and lavish production. Johnny Mathis appears in a Paris night club scene, and sings the title song.

Running time, 106 minutes. Adult classification. August release.

M. Q. Jr.

Repeal of Whitehall Admission Tax Defeated

Special to THE DAILY

COLUMBUS, O., July 29. – By a vote of 4-3, Whitehall City Council defeated a proposal to repeal the suburb's 3 per cent admissions tax. The levy was attacked as discriminatory.

The tax affects only the In Town, East Main and Eastside drive-in theatres. Council president A. Zettler Greley broke a 3-3 tie to side with those against repeal. The atx returns about $10,000 per year to the Whitehall treasury.

Two Projectionists Die

HARTFORD, July 29.–Two veteran boothmen of this area are dead. They are Irwin Dawley, 55, projectionist at the Stanley-Warner Garde Theatre, New London, and Donald D. Fancher, also 55, projectionist at the Niantic Theatre, Niantic.

Drive-in Price War

(*Continued from page* 1)

other big cities and soon might be all over New England.

It is pointed out that the policy seems to be having a damaging effect on sub-run indoor theatres, some of which are playing at the same availability as the drive-ins. Admissions at indoor theatres range from 60 cents to 75 cents.

Under the $1 car setup, the theatres advertise that 50c each will be charged for the first two persons in each car, with all other passengers admitted free. This is done by the management to avoid the nuisance of making out tax returns. But the public is "alert." Oftentimes, one car will drive up to the box office with seven passengers, paying 50 cents each for the first two patrons, while following will be two cars with one passenger in each care. Once inside the theatre grounds, the patrons will change cars to sit with their own friends. With

nine persons admitted in this fas
the theatre takes in $2, whereas
cents each, the theatre's take w
have been $6.30.

Rogers Dri

(*Continued from page* 1)

national key committees, distril
and exhibitors, are well along i
ganizing the drives in their excl
areas. Kick-off meetings to wor
the local campaign patterns hav
ready been held in many situa
with most of the others schedule
this week.

Pledges by circuits and inde
ent theatres to participate in th
lections are now arriving at the
pital's national office. Theatre
being serviced with the Tony
trailer, through local branches o
tional Screen Service.

Official collection period is
week beginning Aug. 18, but
theatres have set collections fo
week of Aug. 11, and others for
tember.

Abe Montague, Hospital pres
said that "If the campaign su
the same note of sincerity and a
siveness presently apparent in
distributor and exhibitor comm
we cannot fall short of our goa
need a million dollars from this
paign for the Hospital's next
needs—and this is a mammoth
accomplish. But we in the motio
ture industry are accustomed t
ing on big challenges, and in suc
ing. Especially do we succeed
the health and well being of
kind is involved. This is the c
our own Will Rogers Hospita
it's very close to our hearts. Be
I know the kind of men who a
our committees the country, ove
the kind of people in our indus
general, I know we can expect
cess in this year's combined c

Formally Report Bil Boosting S-S Taxes

From THE DAILY Bureau

WASHINGTON, July 29. –
House Ways and Means Comi
formally reported to the House
boosting social security taxes
benefits.

Under the bill, the employer
workers would each pay 2½ per
on the first $4,800 of annual
starting January 1. Right now
pays only 2¼ per cent on the
$4,200.

House leaders hope to pass th
Thursday. Its Senate future is
sidered questionable, with Fi
Committee Chairman Byrd dis
to pigeonhole the bill.

Rank, Disney Deal

Walt Disney Productions and
Rank Organization announced
yesterday the signing of a co
whereby the distribution of all
ney product will be undertake
the Rank Organization in all
American and Far Eastern cou
in which it operates directly.

elevision Today

ust Laws

(*Continued from page* 1)

ubcommittee, NAB president l E. Fellows attacked a House- sports bill that would exempt ast agreements and other busi- ractices of the major profession- rts from anti-trust supervision. exemptions, he warned, could lly preclude a large segment e American public from all e to hear on radio or view on ion the bulk of professional – and especially baseball ."

Warns of Excessive Power

House-passed bill, he declared, "allow organized professional sports to make any collusive de- ation they see fit in regard to asting arrangements."

UA-TV, Cypress Deal For O'Keefe Show

United Artists Television, Inc. has completed an agreement with Cypress Productions for the production, financing and distribution of "The Dennis O'Keefe Show," a half-hour filmed comedy-drama series starring the well-known film star. He will portray a successful syndicated columnist whose headquarters are a plush New York apartment overlooking the East River.

Hafner Supervisor

Les Hafner, executive vice-president of Cypress, will supervise production on "The Dennis O'Keefe Show," for which Lee Savin represented Cypress in consummating the deal with UA-TV. The series is created and written by John Fenton Murray.

One Man's TViews

By Pinky Herman

CCESSFUL negotiations for additional key city clearances have et the way for ABC-TV revising its daily sked and starting its day- programming at 11 ayem instead of 3:00 P.M., as of October 6. arry & Enright's "Tic-Tac-Dough" series, after 104 weeks on the annel, has given away to contestants about $675,000. . . . Joe eb, who produced network clicks including "Telephone Game," e It Rich" and "The Big Payoff," has been signed to produce The es Traubee package, "Zig Zag," which will bow in sometime in TVia ABC. . . . Eli Wallach flies to Hollywood Sunday to star in oming Westinghouse-Desilu production, "My Father, the Fool," will be CBSeen in the Fall. . . . Stan Smith, formerly with ABC- Eastern sales manager and for the past 4 years, associated with l Films, has been upped to veepee by Prexy Harold Hackett. . . . -TV's chief Harper (Dick-that is) of their product, let us know pride that sales during the past 6 weeks total more than a million ers which brings the total of stations featuring Metro telefilms to y 112.

☆ ☆ ☆

Paul and (Mr. & Mrs. Music) Mary Ford, after a week at the inbleu in Miami Beach, do a special show Aug. 21 at the City of ngham's "Fashion Show" bid for dress goods manufacturers to locate there) thence to the Steel Pier in Atlantic City. (And another TV net series?) . . . ASCAP tunester Morey Davidson and Ork Pilot Sammy Watkins have collabbed on a clever novelty, "One Day Closer To Christmas," which should be waxed but pronto by platter producers. The ditty sounds like a standard item in the "Rudolph, the Red-nosed Reindeer" and "Santa Claus Is Comin' To Town" class. Besides, Johnny Marks and J. Fred Coots and Haven Gillespie, respective composers of the latter two smashes, sportsmen that they are, are rooting for the number to click. . . . Nothing slow about the Screen Gems folk. Already have leted plans to produce a series, "The Alaskan," with the full co- tion of the Alaskan Territorial Police. Steve Krantz, Eastern director gram development, is back in Gotham from a 10-day visit to the State where he conferred with Governor Mike Stepovich and Supt. lice A. P. Brandt. . . . Just for the record; George Skinner is turn- a whale of a job as host on the "Make Up Your Mind," NTA- icle (Channel 13).

Paul and
ary Ford

FPCC Invites Others In Telemeter Test

Special to THE DAILY

TORONTO, July 29.—Other local circuits are welcome to participate in the Telemeter experiment planned at London, Ontario, by Famous Players Canadian Corp., according to a statement by John J. Fitzgibbons, FPCC president. Other major circuits represented in London include the Odeon and Twentieth Century.

The Telemeter test is expected to get underway early in 1959. FPCC recently appointed Clay V. Hake, former sales executive for Paramount, to assist in organization of the project. London has a population of 100,000.

Panavision Lenses

(*Continued from page* 1)

phic lens, with an effective speed of F1, called Ultra Speed Panatar, has been designed to enable film makers to photograph in color on locations at greatly reduced costs. This new lense, said Panavision's president Robert Gottschalk, will eliminate necessity for costly and cumbersome lighting equipment normally used to light large areas.

The Auto Panatar, panavision's second innovation, seemed impressive, with Gottschalk's demonstration material, which evidenced elimination of distortion from the anamorphic method of photography. The new lens allows director to photograph most intimate closeups without fear of facial distortions.

Praises M-G-M Officials

Gottschalk paid tribute to E. J. Mannix and Douglas Shearer, M-G-M executives, for their assistance and cooperation in the development, and reported M-G-M will be the first to use the high speed lens in the filming of "Some Came Running."

M-G-M and Columbia Pictures have already placed orders for Auto Panatar Lenses which Gottschalk said will sell at $11,000 each, and can be obtained by independent producers on a $250 per week rental.

Grant S-W Petition

Stanley Warner Corp. this week was granted permission to show the Cinemiracle production "Windjammer" in the Missouri Theatre in Kansas City in an order signed by New York Federal Judge Edmund Palmieri. The Missouri is equipped for Cinerama productions and court permission was required to show the National Theatres' Cinemiracle process there.

Set 'Deb' Dates

MGM has set eight key openings for "The Reluctant Debutante" in addition to the engagement as the next attraction at Radio City Music Hall. John P. Byrne, general sales manager, has announced openings in St. Louis and Toronto on the 7th, followed by Pittsburgh on the 12th, Seattle the 14th, Tacoma the 15th, Louisville the 19th, and Denver and Omaha the 20th.

House Passes

(*Continued from page* 1)

tain fate in the Senate Finance Committee. Chairman Byrd (D., Va.) is likely to oppose the bill, which would cost the Treasury $360,000,000 a year.

Under its terms, self-employed people could exclude from their taxable income up to 10 per cent of their self-employment earnings, providing this were put into certain types of insurance policies or trusteed accounts. The maximum deduction would be $2,500 a year for 20 years.

The finance committee, meanwhile, scheduled executive session work Thursday on a house-passed small business tax relief bill. This bill would give help in more liberal depreciation allowances, easier estate tax treatment, and better tax treatment of operating and investment losses in small firms.

There was at one time some talk that Senator Kerr (D., Okla.) would attempt to put an admissions tax relief amendment on to this bill. However, in view of his success in getting such an amendment on the excise tax revision bill last week, it is not considered likely he would try to add it to this bill, also.

'Pacific' in 41 Houses

"South Pacific" will be running in 41 situations in Todd-AO by Aug. 1, according to Magna Theatres Corp. Martin Sweeney, Jr., general sales manager for Magna, leaves tonight for Dayton, Ohio, to attend an opening of the Rodgers and Hammerstein picture at Hunt's McCook Theatre. The 41st opening will also take place tonight at the Villa in Salt Lake City.

Promotion for 'Bolivar'

First day covers bearing the new United States four cent and eight cent stamps honoring Simon Bolivar have been mailed to the trade by Dino de Laurentiis, who is filming "His Name Was Bolivar." The stamp issue commemorating the South American hero was issued July 24.

The Monarch
The only flight with all de Luxe seats
Every night, overnight New York to London
Reservations through your Travel Agent or
BRITISH OVERSEAS AIRWAYS CORPORATION
Boston, Chicago, Dallas, Detroit, Los Angeles, Miami, New York, Philadelphia, Pittsburgh, San Francisco, Washington.

"A FINE DRAMATIC FILM! TRULY POTENT!

It fairly quivers with emotion. Obviously, Mr. Chayefsky is in touch with the human heart. The playing is superb, with everyone doing a masterly job. Kim Stanley is brilliant!"

—Bosley Crowther, N. Y. Times

"THE PERFORMANCES ARE JUST ABOUT PERFECT!"

Newsweek Magazine

"It has bigness—earthy weight and vigor! Actress Stanley triumphs! In scene after scene, the audience looks into the screen as through a window into life!"

Time Magazine

"The kind of film that begins where the others stop. The Chayefsky documentation is as rich as he can make it. Kim Stanley's performance is extraordinary, unforgettable!"

—Archer Winsten, N. Y. Post

"Probing! Remarkable! We'd like to call your attention to Kim Stanley's truly star performance!"

Family Circle Magazine

"AN EXTRAORDINARY PICTURE!

A very considerable achievement. Chayefsky's ear for dialogue is still phonographically perfect!"

—Jesse Zunser, Cue Magazine

The Goddess

by **PADDY CHAYEFSKY** starring **KIM STANLEY**

Co-starring LLOYD BRIDGES • Produced by MILTON PERLMAN • Directed by JOHN CROMWELL • A COLUMBIA PICTURE

WINNER OF THE SPECIAL AWARD FOR EXCEPTIONAL QUALITY — BRUSSELS WORLD'S FAIR FILM FESTIVAL

COLUMBIA'S "THE GODDESS" IS SMASHING RECORDS AT THE PRESIDIO THEATRE IN SAN FRANCISC AND THE 55TH STREET PLAYHOUSE IN NEW YORK!

CALL Columbia NOW

All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

L. 84, NO. 22 NEW YORK, U.S.A., THURSDAY, JULY 31, 1958 TEN CENTS

portant Step

ope to File ax Bill in enate Today

uld Bring Floor Action me Time Next Week

By J. A. OTTEN

ASHINGTON, July 30.—The ate Finance Committee hoped to its report on the excise tax revision tomorrow, clearing the way for ate floor action. The bill includes rovision exempting the first $1 of ission charges from Federal tax. enate Democratic leader Johnson Texas still hasn't scheduled the for floor action, but backers of measure hope it will be called up e time next week. The report must n before the bill can be called up, ever, so filing the report is an ortant step.

here's a slight chance the report

(*Continued on page* 6)

tional Theatres' Net r 39 Weeks $904,198

From THE DAILY Bureau

OS ANGELES, July 30. — Con- lated net income of National atres, Inc., and its voting-con- led subsidiaries for the 39 weeks ed June 24, 1958 amounted to 4,198, or 34 cents a share on the

(*Continued on page* 2)

erald Keyser Dies; as with WB 30 Years

erald R. Keyser, 60, director of eign publicity and advertising for rner Bros. Pictures International p., died suddenly yesterday morn- of a heart attack at his home in ien, Conn.

eyser has been with Warner Bros.

(*Continued on page* 2)

Television Today

Page 4

Concession Sales in Theatres Hit New Highs This Summer

Concessions sales in the nation's theatres—always a good barometer of attendance—are soaring to new highs this summer, key concessions officials report.

The improvement has been evident for the past four to six weeks, depending on locality and whether in hard top or drive-in theatres, but is well ahead of a year ago, in all cases.

The improvement is attributed to better quality films, in greater volume.

Lee Koken, in charge of concessions for RKO Theatres, and president of the National Association of Concessionaires, said the upturn was apparent at RKO Theatres in June and has continued since.

Bert Nathan, head of Bert Nathan Enterprises and chairman of the board of NAC, believes the improvement in concessions sales in both

(*Continued on page* 2)

AB-PT 6 Mos. Profits Rise

American Broadcasting-Paramount Theatres had a net operating profit of $3,042,000 for the first six months of 1958, which compares with $2,700,000 for the same period in 1957, Leonard H. Goldenson, president, told stockholders in a report issued yesterday.

For the second quarter in 1958 both the theatre division and ABC

(*Continued on page* 4)

Segal, Buffalo Salesman, Is WB Albany Manager

Special to THE DAILY

ALBANY, July 30.—Ed Segal, formerly salesman at the Warner Bros. exchange at Buffalo, has been named sales representative for the company in charge of its reopened branch here.

Segal succeeds Raymond S. Smith, local Warner Bros. manager for many years, who is retiring this week. The local branch was reopened only recently after having been closed along with several others in a streamlining experiment.

Eichman Adv. Head Of National Screen

The appointment of Cy Eichman as director of advertising and publicity of National Screen Service Corp. was announced yesterday by Burton E. Robbins, vice-president in charges of sales.

Eichman, after serving abroad in the Army Engineers, joined Astor Pictures in 1946 as assistant advertising manager, becoming advertising manager in 1947 and director of advertising, publicity and exploitation in 1948. He was also associated with Atlantic Television Corp. and handled

(*Continued on page* 2)

Two Theatre Closings in Ill. Widely Publicized; Drive-In Managers Secure Space to Tell 'Other Side'

Special to THE DAILY

URBANA, Ill., July 30.—The recent closing of two indoor theatres here, the Park and Princess, received considerable publicity in the local press—so much so that L. Frank Stewart, manager of the WideScreen Drive-In, and Ken Johnson of the Twin City, felt the public should be told the other side of the story about the motion picture industry.

So they went to the newspaper editors and were successful in securing equal space for an "upbeat" report. "We didn't think that the public should be led to believe that theatre business is a dead duck purely because of two local third-run situations," Stewart explained.

One of the newspaper stories was titled "Business Is Better Than Ever" and emphasized the idea that "more Champaign-Urbana residents than ever before are going to the movies, despite the closing of two theatres." Reasons for the popularity of drive-ins with patrons were spelled out in detail in the articles.

In Moscow

US-Russian Film Talks Resume Sept. 8

MPEA Board Discusses Details; Will Meet Again

The State Department has arranged for U.S.—Russian film talks to resume in Moscow on Sept. 8, members of the Motion Picture Export Association were advised here at a meeting yesterday by Turner Shelton, of the U.S. Information Agency. Eric Johnston, MPEA president, presided at the board session.

In reporting to the board on the current status of U.S. negotiations with Russia to work out a deal for each country to buy and distribute the other's films, Shelton said that the American government is anxious to reach a final agreement. Officials of American film companies, he said, have promised him their full cooperation and support.

Negotiations with the Soviet delegation last spring ended in a stalemate

(*Continued on page* 3)

'80 Days' Promotion Tie-In with Schick

Phileas Fogg, Passepartout and other characters of Mike Todd's "Around the World in 80 Days" on July 21 began their career on television and very shortly the whole country will be seeing them at home, according to arrangements announced last night at a reception in the balloon-garlanded Terrace Room of the Hotel Plaza here.

The sponsor is the Schick Safety

(*Continued on page* 3)

Shor Letter to D of J Hits Para. 'Ten' Policy

Special to THE DAILY

CINCINNATI, July 30. — A letter attacking Paramount's royalty licening plan to drive-ins for "The Ten Commandments" which has been sent to Assistant U. S. Attorney General Victor R. Hansen by Ruben Shor, Cincinnati exhibitor and former pres-

(*Continued on page* 2)

PERSONAL MENTION

LEO JAFFE, Columbia Pictures vice-president, treasurer and member of the board of directors, will leave New York today for Europe.

•

C. G. PANTAGES, 20th Century-Fox branch manager in Albany, N. Y., has returned there from New York.

•

WILLIAM HOLDEN has left New York for London via B.O.A.C.

•

OSCAR A. DOOB is in New York from Washington.

•

MRS. DANIEL MELNICK, wife of the manager of program development at ABC-TV, has given birth here to a boy, **PETER RODGERS**, at Lenox Hill Hospital. **MRS. MELNICK** is the daughter of **RICHARD RODGERS**.

•

GERALD JAMES, owner of the Manchester Drive-In Theatre, Manchester, Vt., has returned there from Albany, N. Y.

•

RALPH COHN, head of Screen Gems, will arrive in New York today from the Coast.

•

RODNEY BUSH, 20th Century - Fox national exploitation director, will leave here today for Hollywood.

•

SID GINSBERG, assistant to **RICHARD BRANDT**, president of Trans-Lux Films, will leave here over the weekend for a vacation at Bellmore, L. I.

Air Base Is News Base For 'Hunters' Premiere

Special to THE DAILY

DENVER, July 30.—A battery of teletype machines, operators and other wire-sending devices are being installed at Lowry Air Force Base here to handle the stories of more than 150 correspondents covering Friday's premiere of 20th Century-Fox's "The Hunters," at the Air Force Academy. The opening of the film will culminate months of planning by Fox and officials of the Academy.

Dick Powell, director of the picture, and his wife, June Allyson, will arrive here tomorrow and will be followed on Friday by May Britt, who is starred in the film.

SW Dividend 25c

The board of directors of Stanley Warner Corp. has declared a dividend of 25 cents per share on the common stock, payable Aug. 25 to stockholders of record Aug. 11.

Adler Names 15 to 'Showcase Star' Plan

From THE DAILY Bureau

HOLLYWOOD, July 30. – Buddy Adler, 20th Century-Fox executive head of production, today named 15 of the Westwood lot's newer stars to headline the studio's new "Showcase Star" program. Designed to advance the 15 to full-fledged stardom, the "showcase" plan designates the players for top featured or starring roles in 20th-Fox's future productions along with all-out exploitation for each of them designed to raise them to top box office value.

The players include Hope Lange, Suzy Parker, Dolores Michaels, Lee Remick, Diane Varsi, France Nuyen, Christine Carere, May Britt, Jill St. John, Don Murray, Ray Stricklyn, Bradford Dillman, Stu Whitman, Gary Crosby and Barry Coe.

National Theatres

(*Continued from page* 1)

2,699,486 shares of common stock outstanding, Elmer C. Rhoden, president, reported today. This compares with $1,365,820, or 51 cents a share the corresponding period last year. Earnings for the 13 weeks ended June 24 last, third quarter of the current fiscal year, were $160,301 or six cents a share, compared with $178,054, or seven cents a share, for the like period a year ago.

Nine Properties Sold

In the third quarter, nine properties not longer needed in business were disposed of at a loss of $22,000. In the like quarter of the preceding year, a capital gains net of federal taxes, amounted to $15,000. Thus, the net income for the current year's third quarter, excluding capital gains, was $182,000, or seven cents a share, compared with $163,000 or six cents a share last year.

Gross income for 39 weeks ended June 24 last was $39,230,655 compared with $43,391,043 for corresponding period a year ago.

Rhoden noted an improvement in the current film supply. "There seems to be a renewed interest by the studios, and many important films are in the course of production," he said.

Gerald Keyser

(*Continued from page* 1)

for more than 30 years, having started with First National Pictures before its merger with Warners.

He is survived by his widow, Elizabeth, and two brothers, Ernest and Paul. The body will repose at Fairchild and Sons, 141-26 Northern Blvd., Flushing, L. I. Funeral services will be announced later.

Concessions

(*Continued from page* 1)

hard tops and drive-ins has been most marked in the East although other regions are up in comparison with last summer, also. He said unfavorable weather hurt drive-ins but helped hard tops in June but July has been a good month for both.

Koken and Nathan gave the major share of credit for the upturn to "very good screen attractions."

Says Horror Aids Concessions

"The good product is bringing more people to theatres," Koken said. "Moreover, there have been some very good concessions-type pictures among the recent releases. Horror shows always seem to be good for concessions sales. And some pictures, played single feature like 'No Time for Sergeants,' were no deterrent to concessions sales. They held up despite there being no between features 'break,' as is the case with a dual bill."

Koken said RKO Theatres' concessions stands have recently added frankfurters, souvenir type merchandise related to certain pictures, and other new items, to their lines, all of which has helped increase sales volume. The ratio of sales to attendance is up, also, he added.

Nathan said "This is one of the biggest summers for concessions sales I've seen in some time. Popcorn sales for June and July are higher this year than last."

'Good Pictures the Answer'

Good pictures are the answer, he said, but reminded that the results can be affected one way or another by prevailing weather and regional business conditions. Areas of heavy unemployment show the effects of decreased spending money available, he said, and prolonged or recurrent inclement weather hurts drive-ins but helps many hard tops, according to Nathan. Nevertheless, over-all concessions business for both is experiencing a healthy upturn, he said.

Roberts Is Coordinator Of B'nai B'rith Units

Special to THE DAILY

BOSTON, July 30.—George Roberts, treasurer of Rifkin Theatres, Boston, has been appointed coordinator of all councils in District No. 1, B'nai B'rith. This includes supervision of all councils in New England, New York and Eastern Canada. No other theatre executive in this area has ever held this honor.

Roberts, a son-in-law of Herman Rifkin, president of Rifkin Theatres, has been a past president of the Greater Boston Council of B'nai B'rith, and a past president of the Boston Cinema Lodge.

Theatres Sell Bibles During '10' Engagements

A number of theatres playing Ten Commandments" have had results in sales of de luxe editio the Bible at $39.95 each, it wa ported yesterday in connection the current upbeat in theatre cessions sales.

In this area, the Bibles have offered in some RKO and Ce theatres, most of the transaction ing on orders placed with a sol publisher's representative at a in the lobby.

The editions are offered in se different languages.

Shor's Lette

(*Continued from page* 1)

ident of Allied States, was public here today by Shor.

Shor's letter charges that Paramount policy constitutes p fixing, contending it requires d ins to charge "the equivalent of per person for individuals ove years of age and 50 cents per p for individuals under 12 years of depending on whether there is not a local tax, and insure Paramo getting 60 per cent of the gross first week and 50 per cent of the the second week."

Shor's letter, copies of which sent to Ohio's Senators Bricker Lausche and Representatives Scl and Hess, and to Governor O'N closes with an "urgent request" the Justice Department "take in diate steps to stop this price-f by Paramount" and asks to be vised "as soon as possible what a your department will take."

A Paramount home office spo man, asked about the Shor l yesterday, said "It does not seer contain anything new but, not ha seen the letter, I am not in a pos to comment on it."

Eichman Heads

(*Continued from page* 1)

public relations for Associated tion Picture Advertisers.

In 1955, he became Eastern sales manager of Screencraft Pict Inc., from which post he came National Screen Service May 19 year.

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PEOPLE

s. **George Skouras,** wife of the dent of United Artists Theatre uit and international chairman of Town of Italy, has been named nan of the Year" by UNICO, rican-Italian National Service Ornation.

☐

seph **Lee,** formerly a musician e U. S. Navy, has joined Stanley ner Theatres as assistant manager e Garde Theatre, New London, 1.

☐

elen **Davey,** associated for 17 with Tri-State Theatres, Des es, has been named manager of circuit's Esquire Theatre, Daven- Ia., succeeding **L. A. Davidson,** has been transferred to Grand d, Neb., as manager of the Capi- Theatre there.

☐

argaret **McGaffee,** of the M-G-M ange in Des Moines, has been ed official delegate to the na- l convention of Women in the on Picture Industry, which will held in Denver in September. ence **Work,** president of the Des es chapter, is the delegate ex- o.

☐

sse **Shields,** who is also a mem- of the Pennsylvania State Legis- e, has been reelected president ocal 307-A, Philadelphia Motion ure Operators Union. Other offi- are: **Richard Byers,** vice-presi- ; **Charles Polk,** business agent and ncial secretary, and **Herman Wil-** s, recording secretary.

☐

illiam **B. White,** Hollywood agent packager, has been named ex- ive producer for Guild Films. dquartering in Hollywood, he will dinate all of the company's pro- ion.

eft Bank' Atmosphere r 'Smile' Bow Tonite

number of motion picture and e personalities will participate tonight in the gala opening of Century-Fox's "A Certain Smile" he Paramount Theatre, amid sur- ndings designed to reflect the at- phere of the student-quarter sec- s of Paris. Actresses who will be ent as guests include Greta Thys- Julie Newmar, Barbara Nichols Gretchen Wyler. The affair is ng held for the benefit of the hrosis Foundation of New York. n addition to the film and stage inaries, the opening will feature Can Can" line from the Bal Taba- Cafe, the music of Billy Costa his Left Bank Bistro Five, a e replica of the Eiffel Tower, rmen attired as "gendarmes," and sit by an authentic Apache Dance n.

U.S.-Russia Film Talks Resume Sept. 8

(*Continued from page* 1)

with one of the obstacles to an agreement the reciprocal basis insisted upon by the Russians. This point was discussed again by the MPEA board yesterday, but no conclusions were reached on this or other new approaches that the board might authorize Johnston and Shelton, the U.S. negotiators, to take at the talks in September.

At the suggestion of Johnston it was decided yesterday to resume discussion of the subject when he returns from a trip abroad the middle of August.

Johnston also reported to the board yesterday on plans for his trip, on which he embarked yesterday afternoon following the meeting. His first stop is London, where he will hold a series of meetings with MPEA European representatives and also try to set up a date with British Board of Trade officials for the renewal of talks on the Anglo-remittance agreement. He is being accompanied by Griffith Johnson, MPEA vice-president for Europe.

From London Johnston will go to Paris on Aug. 6 and the following day to Rio de Janeiro, where he will confer with Robert J. Corkery, MPEA vice-president in charge of Latin America. Johnston then goes to Buenos Aires on the 13th and returns to New York on the 16th.

Those present at yesterday's board meeting included Barney Balaban and James Perkins, Paramount; Morton Spring and Ronald Carroll, Loew's; Spyros Skouras and Murray Silverstone, 20th Century-Fox; Wolfe Cohen and Max Greenberg, Warner Bros.; Al Daff, Americo Aboaf and Jack Dobbin, Universal; Steve Broidy, Norton Richey and Keith Goldsmith, Allied Artists; Abe Montague, Bernard Zeeman and Stanley Schneider, Columbia; Arnold Picker and Lou Lober, United Artists; and representing the MPA, Johnston, Ralph Hetzel, Kenneth Clark, Johnson, Sidney Schreiber, Stanley Weber, Herbert Erlanger, George Vietheer, Steve Biers and Taylor Mills.

Goldwyn Independent's Ideal, Says Preminger

From THE DAILY Bureau

HOLLYWOOD, July 30. – Otto Preminger, holding a press conference today on his arrival from New York to assume directorial reins of Samuel Goldwyn's "Porgy and Bess," paid tribute to Goldwyn as the father and the symbol of the independent producer, and said he considered the opportunity of learning much from him one of basic reasons for accepting the assignment, the other reason being that the "subject is the most wonderful in existence, bar none."

Tells of Future Plans

Following a report on the chronology of events leading to the agreement with Goldwyn, after dismissal of Rouben Mamoulian, Preminger said that his two productions for Columbia, "Anatomy of a Murder" and "Other Side of the Coin" will be tabled until next year, to be followed by the production of Leon Uris' "Exodus," to be distributed by United Artists.

'Nothing to Add,' Says Goldwyn, Rejecting Conference with SDG

HOLLYWOOD, July 30. – Replying by wire to a telegram received from George Sidney, president of the Screen Directors Guild, requesting Samuel Goldwyn to set a time for a meeting to discuss the dismissal of Rouben Mamoulian from the directorial assignment of "Porgy and Bess," Goldwyn refused, pointing out:

"There is nothing I can add to the original and only statement I have issued."

Jack Gertz Dies

CLEVELAND, July 30.–Funeral services will be held here tomorrow for Jack Gertz, 70, head of the Jack L. Gertz Enterprises, who died suddenly Monday night of a heart attack at his home in Cleveland Heights. He owned and operated the only theatre premium company in this area. Surviving are his wife, Ethel; a daughter, Mrs. Natalie Dietz of Philadelphia; a sister; and two brothers.

Catholic Foundation Opens N. Y. Office

Special to THE DAILY

ALBANY, N. Y., July 30. – The Catholic Film Foundation, which registered a certificate in October, 1956, under the California membership corporation law, to conduct a program of motion pictures, film strips, slides and audio-visual aids of religious, educational or charitable purpose, designed to "promote the precepts and doctrines of the Roman Catholic faith and in inculcation of morality and patriotism," has filed a statement designating its New York State office at 1790 Broadway.

Activities Described

The Foundation which is to use the affix "Inc." in New York State, has broad powers. Among them are to accept gifts, bequests and devises, in order to provide funds for carrying on its work; to make gifts to worthy groups, individuals or organizations, in order to encourage the production and distribution of religious, educational, moral and patriotic motion pictures.

Such films, strips and audio-visual aides are to be produced and distributed, in order to "further the purposes of the Roman Catholic faith and the broad objectives of morality, patriotism and the sanctity of the home," according to the certificate.

The Foundation may lease, rent or donate such pictures, strips and aides to parishes, schools, colleges, convents, orphanages and fraternal organizations, or for exhibition to the public generally, in accordance with the provisions of its charter.

Equipment Deals Included

The Foundation is likewise authorized to produce, or to contract to have produced, purchase and lease or rent, from others, motion pictures, film strips slides and audio-visual aides; to purchase, give or lend sound projectors, screens and other audio-visual aides and equipment.

Mrs. Gloria Cancro is secretary of the Foundation, whose statement and designation was approved by Supreme Court Justice Edgar J. Nathan, Jr.

'80 Days' Tie

(*Continued from page* 1)

Razor Co., which will advertise its new razor using as its theme the famous balloon of the picture. Patrick Frawley, Jr., Schick president, and Michael Todd, Jr., president of Michael Todd Enterprises, announced the deal and said it was "for $4,000,000." It gives the razor company exclusive national rights to the characters and music from "80 Days."

The TV spot schedule will be one of the country's heaviest and will shortly reach every major market, the announcement said. The theme, both on TV and in printed media, is to be "Around the world shaving." The TV commercials and slides showing color ads scheduled for national magazines this summer and fall were shown last night to 300 advertising and communications executives by Warren Schloat, vice-president and associate creative director of Compton Advertising, Inc.

Supreme Court Appeal For 'Chatterley' Sought

Special to THE DAILY

ALBANY, N. Y., July 30.–Kingsley International Pictures Corp. today filed notice of appeal to the U.S. Supreme Court from the Court of Appeals' 4-3 decision, May 15, reversing a unanimous appellate division finding and upholding the Board of Regent's ban on "Lady Chatterley's Lover."

Ephraim S. London, New York attorney, who argued the case for Kingsley in both high courts of the state, served the appeal notice.

Rivoli Here Financed

Sonnenblick-Goldman Corp. announced here yesterday it has arranged a first mortgage loan in the amount of $625,000 at 5 per cent interest for 10 years on the two-story Rivoli Theatre in the Times Square area here. The theatre is owned by the Louis B. Mayer Estate and is under a net lease to a subsidiary of the United Artist Theatres, Inc. It is assessed for $1,425,000.

Television Today

Who's Where

James F. Macandrew, appointed as the first director of New York State's educational television project for daylight programming over Station WPIX, beginning in mid-September and aimed at elementary and secondary classrooms, will assume the post today.

□

Election of **Stan Smith** to the position of vice-president of Official Films, Inc., was announced by **Harold L. Hackett**, president and chairman of the board. Smith joined Official in 1955, following a tenure as Eastern sales manager of the American Broadcasting Company's Television Network.

□

Charles P. Arnot, former chief Middle East correspondent for International News Service, has joined the American Broadcasting Company as Cairo bureau chief, **John Daly**, vice-president in charge of news, has announced. Arnot has reported from time to time on the Middle East for ABC.

□

The appointment of **Miss Mavis Todd** to the newly created position of booking manager for ABC Film Syndication was announced by **Richard P. Morgan**, vice-president in charge of operations for the distributing firm.

CBC Deficit Blamed On Increased Costs

Special to THE DAILY

TORONTO, July 30. – Bulk of the deficit incurred by the Canadian Broadcasting Corporation in 1957-58 was because of the increased TV costs which rose $11,500,000. The report, which showed the corporation had an operating deficit of $2,691,000, indicated that the gross operating cost of TV service in Canada by the CBC was $58,070,145, compared with $46,581,000 the previous year.

Commercial revenue rose 19.9 per cent over the previous year, while commercial revenue for radio rose 17 per cent compared with the previous year.

Six new TV stations came into operation during the year, bringing the total number in Canada to 46, of which eight are CBC stations. The private stations carried the national program service of the CBC, which made up 55 per cent of their total programming.

The report said that total costs are still within range of the $15 per TV family per year on which the corporation originally stated that a national system could be set up and maintained.

Four National Television Stations Scheduled for Australia in '59-60

From THE DAILY Bureau

LONDON, July 28 (By Air Mail)—British electronic companies, according to Australian authorities here, will supply a large proportion of all the equipment for four Australian national television stations to be established, respectively, at Brisbane, Adelaide, Perth and Hobart in the next two years at a cost of £(Australian) 2.5 million.

Target date for the opening of the Brisbane station is given as November, 1959. This, it is planned, will be followed by Adelaide in February, 1960; Perth in March, 1960; and Hobart in May, 1960.

Most of the equipment covered by orders awarded to Amalgamated Wireless Australia Ltd. for transmitting equipment and radiating systems will be supplied from the U.K. by Marconi's Wireless Telegraph Company, and Marconi will also send most of the items in the order awarded by the Australian Broadcasting Commission to Amalgamated Wireless for master control picture monitors and other related studio equipment, as well as outside-broadcast vans and ancillary equipment for Brisbane and Hobart.

EMI (Electric and Musical Industries) will supply outside—broadcast vans for Adelaide and Perth, and Pye Ltd. will provide telecine equipment.

One Man's TViews

By Pinky Herman

PROMOTION and Publicity Managers of CBS owned and operated Stations will hold their first conclave August 14 and 15 at the Berkshire Hotel in Gotham. . . . Dick ABClark will be official host tonight at the New York Paramount Theatre where a special charity preem of 20th Century-Fox flicker, "A Certain Smile" will take place under the auspices of the Nephrosis Foundation of New York. . . . New York City's newest television WNTA-ttraction is Channel 13, the so-called "newest station in town." With a roster of programs including Joey Adams' "Gags To Riches," Richard Willis' "Here's Looking At You," Art Henley's "Make Up Your Mind," (hosted by the affable George Skinner,) "Mary Margaret McBride Show," Art Ford's "Jazz Party" and the Philadelphia Baseball Games, among others, this fast-growing station is making quite a bid for local metropolitan tuner-inners. . . . Milt Josefberg, scripter and gag-writer for Bob Hope (6 years) and Jack Benny (11 years) has been added to the Milton Berle-Kraft Music Hall-NBCome-back which includes Hal Goodman and Larry Kline with Hal Cantor doubling as head-writer and producer-director. . . .

☆ ☆ ☆

One of the brightest stars of the dance-band fraternity, Sammy Kaye, returns to the TV nets September 20 when the "Swing N' Sway Orchestra" starts a new Saturday nite series, "Music From Manhattan." Slotted in the 10:00-10:30 P.M. slot, the program will be sponsored by Manhattan Shirt Company, thru the Peck Advertising Agency. . . . Larry Gar, who's been a great job WKBChatting about platters, things, people and local news events down in North Wilkesboro, No'th Ca'lina, is a native of Brooklyn. . . . Did you know that the clever ditty, "Big Bells and Bongo Drummers," just recorded on the Coral Label by Cindy and Lindy, was cleffed by Steve Allen's scripter Bill Dana in collaboration with Bob Arthur? . . . What price glory? Or what glory, Price? Phrase it as you will but since he took over as emcee of the ESP (extra sensory-perception) show TVia ABC, Vincent Price is stopped by porters, bell-hops, and everyone he meets on the street, who insist on unfolding their personal accounts and experiences with their mental telepathetic occurrences and other sixth sense propensities.

Sammy Kaye

AB-PT Profi

(Continued from page 1)

broadcasting showed an im ment, he said. Estimated net o ing profit of AB-PT for the s quarter was $1,188,000 or 27 a share—a 24 per cent increase the same quarter of 1957. Net o ing profit for the latter perioc $957,000, or 21 cents a share.

Estimated consolidated earnin the first six months this year, i ing capital gains, were $3,2 or 75 cents a share against $ 000 or 63 cents a share for the period in 1957.

Goldenson told the stockh that the summer has become th period for theatres and listed s films that will be showing these months. The list includec Time for Sergeants," "The Vik "Indiscreet," "Rock-A-Bye "The Key," "The Naked an Dead," "A Certain Smile," "Ca Hot Tin Roof," and "The Big try."

Expanding ABC-TV Schedu

The ABC Television Networl take a major step in its develo by substantially expanding its time schedule starting in Octobe a broadened Monday through programming structure, Gold said. "With this expansion, AB become a more fully competitiv work and more attractive to ne advertisers. Important adve have already signed for the schedule," he noted.

Advertisers have been som cautious in making radio and t sion commitments with all the works because of general bu conditions, Goldenson pointed adding that ABC-TV's compe position among the networks i pected to continue to improve.

U.K. Gov't. TV Films Transmitted to 33 La

From THE DAILY Bureau

LONDON, July 28 (By Air M Television material supplied by B Government information servic now regularly transmitted in 33 tries, Dr. Charles Hill, Chancell the Duchy of Lancaster, stated i House of Commons.

TV news services take three f a news item service and a ma newsreel for general distribution a service of news briefs specially pared for the United States. Sp television programme material is produced for Canada, Australia, Latin America and the Middle E

It is now possible to offer bet 25 and 40 minutes a week of B material to the principal statio many countries.

Frankenberg Dies

COLUMBUS, O., July 30.— dore T. Frankenberg, 81, former tre editor of the "Ohio State nal" and "Columbus Citizen," July 26 at a rest home in Wester Ohio, following a stroke.

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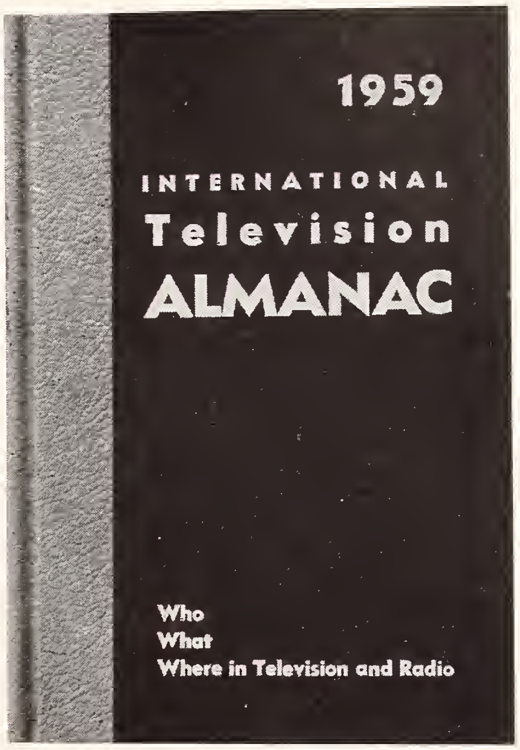
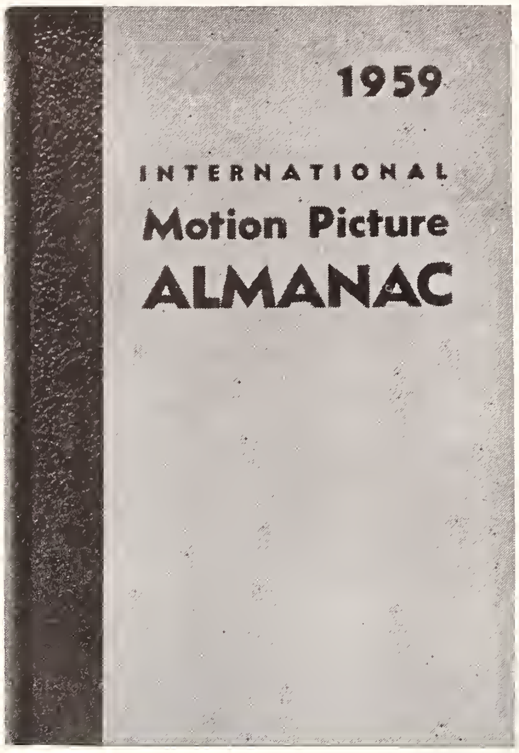


FACTS of the Motion Picture and Television Industries — of their structure and performance, of companies and organizations, of products and services — and of people, for both volumes contain biographical sections for these inter-related industries. To make sure of your copy or set you are advised to send in your order early . . . every edition is sold out soon after publication.



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National Pre-Selling

THORNTON WILDER's "The Matchmaker," a holiday ode to the joy of living, is reviewed in the July 28 issue of "Life." On a one-day wife hunting trip to New York, on behalf of two young men, during the gay nineties Shirley Booth plays the bossy matchmaker. She gives the impression of a frigate under full sail. Tony Perkins is a gay young man in search of a wife and the impish Shirley MacLaine appears in the "Life" photos as a vivacious Gibson girl.

•

The latest Sophia Loren picture, "This Kind of Woman," is being filmed in studios and on locations in New York. This new Paramount film receives considerable pre-selling assistance through a uniquely written article appearing in the July 28 issue of "Newsweek." The author says "Sophia Loren and her movie producer-husband Carlo Ponti form a tight little mutual-admiration society of their own." Sophia tells candidly and tersely her impressions of the seven male stars she has co-starred with in films made by American producers.

•

"Kings Go Forth," that splendid film of World War II starring Frank Sinatra, Tony Curtis and Natalie Wood, is represented by a striking page ad in the August issue of "Ebony."

•

The concluding installment of David Niven's biography in Aug. 2 issue of "The Saturday Evening Post" tells some amusing incidents with his many friends. Among them are Loretta Young, Sam Goldwyn and Winston Churchill.

•

The most recent Fernandel film to arrive in this country, "The Man in The Raincoat" is being premiered here at the Paris Theatre. This new Ed. Kingsley-Union Film Distributing Co. release is reviewed in the Aug. 2 issue of "The Saturday Review." It is a mystery farce directed by that capable French director, Julien Duvivier.

•

"Dr. Laurent" is reviewed in the Aug. 5 issue of "Look." This new Trans-Lux release is the first foreign film reviewed by the Cowles Publication. It appears on a two-page spread with many photos taken during the filming of this unique production. "Look" says "The delicate subject of childbirth is touchingly dramatized in this candid new French film."

•

"Esquire" sent Helen Lawrenson to Red Rock Canyon in the Mojave Desert where William Wyler's "The Big Country" was filmed. This U.A. release stars Gregory Peck, Jean Simmons, Charlton Heston and Carroll Baker. Shooting started soon after sunrise on this location and Helen brought back some beautiful color photos, the best of which are used to complement the text. Jean Simmons is seen waiting for an early-morning shooting call, with the rising sun in the background. A full page photo shows Gregory Peck in a pensive mood, pondering some of the production problems, for he is the co-producer on this U.A. release.

WALTER HAAS

Merchants in Four More Midwest Towns Join In Co-Operative Plan to Keep Theatres Open

Special to THE DAILY

MINNEAPOLIS, July 30.—At least four more small towns in the upper midwest have joined in the parade of merchants in co-operative moves to keep the theatre lights turned on in their communities. Main objective, of course, is to light the way for their own trade on given nights. Latest to join merchant sponsorship are Northwood, N. D.; North Branch, Minn.; and Rosholt and Beresford, S. D.

At Rosholt, Minn., the commercial club has taken over the job of operating the Rosholt Theatre in the Auditorium. Walter Rennerfeldt has donated the equipment and will manage, buy and book pictures for the stand. The Rosholt operation will be on a non-profit basis, and an operating fund is being raised.

Northwood (N.D.) businessmen have come up with "merchants movie party," and tickets are given out by merchants to customers for Harold Weidner's Towne theatre.

Merchants at North Branch, Minn., make regular weekly cash contributions to the Family theatre, which are given away as cash prizes Saturday nights. Contributors are listed in the local newspaper. Axel Sorenson recently reopened his theatre at Beresford, S. D., and reports good attendance at the merchant-sponsored shows.

Michigan Allied Joins In Plea to Legislators

Special to THE DAILY

DETROIT, July 30.—A copy of Allied States' Emergency Defense Committee's booklet has been distributed to every member of Michigan Allied together with an offer to supply additional copies to be sent to Congressmen, whose names and addresses it volunteers to furnish those who lack them.

Set Poitier Parade

CHICAGO, July 30.—An estimated crowd of 500,000 is expected to greet Sidney Poitier, co-star of Stanley Kramer's "The Defiant Ones," when he rides as guest of honor in the Bud Billiken Day Parade along a three-mile route here on Aug. 9. Poitier will arrive in Chicago on Aug. 8 for a round of personal appearances in connection with the world premiere of the United Artists release at the Roosevelt Theatre on Aug. 14.

V.C. Fetes Miss Tucker

PITTSBURGH, July 30. — Sophia Tucker, an honorary member of the local Variety Club, Tent No. 1, was guest of honor here at a party held for her by the club. Miss Tucker, who currently is filling a night-club engagement here, contributes $100 every month for the Tent's charities.

WOMPI Party Planned

ATLANTA, July 30. — The Atlanta chapter of Women of the Motion Picture industry will hold its regular monthly Bingo Party at Battle Hill Haven (The Old Folks Home).

Hope to File

(*Continued from page 1*)

won't be ready until Friday, but staff members were hard at work to have it ready tomorrow night.

Meanwhile, there were rumors that Johnson was holding up floor action on the excise bill and on another huge technical tax revision bill in an attempt to force Finance Committee Chairman Byrd (D., Va.) to act on a social security liberalization bill which the House is slated to pass tomorrow. Byrd is reluctant to move the bill, and there are reports Johnson is using the delaying tactics on the two other bills to prod the Virginian.

Coyne Cautiously Optimistic

Robert Coyne, who has ben attempting to push the bill through for the Council of Motion Picture Organizations, was in town contacting Senators to ensure a favorable Senate vote. Coyne expressed cautious optimism that the bill would clear the Senate next week and that the admissions tax provision would be okayed by the final Senate-House conference despite strong Treasury Department opposition.

Heads Oakland Corp.

OAKLAND, Ia., July 30. — Dr. Leo Dick, Oakland dentist, was elected president of the Oakland Theatre Corp., owners of the local theatre, at its annual meeting here. D. D. Hummel and Kenneth Gregg were reelected to the posts of, respectively, secretary-treasurer and vice-president.

East Side Reopens

DETROIT, July 30. — The East Side Theatre, dark for some time, has reopened under the new ownership of the East Side Amusement Co., of which Dave Korman is president. All details of buying and booking have been contraeted for by Clark Theatre Service.

REVIEWS

Frankenstein 1970

Allied Artists—CinemaScope

HARTFORD, July
Aubrey Schenck and Howard
Koch have astounding knack for
complexities of medium-budget
ploitation pictures that can pay
handsomely at an admirably dive
fied roster of showplaces, be they
the U.S. or overseas. They maint
this status with "Frankenstein 197
a futuristic study of the screen's
time horror creation, casting the
and only Boris Karloff atop a spiri
cast, and amid dramatically co
pelling situations. It figures to t
good care of itself, downtown, in
suburbs, at the drive-ins and poi
across the globe.
Schenck produced and Koch dir
ed from a screenplay by Richard L
dau and George Worthing Yates,
ter duo working from an origi
story by Schenck and Charles
Moses. Baron Victor von Frank
stein (Karloff) permits a U.S. tel
sion troupe headed by producer-
rector-star Donald Barry to film
show at his German castle in order
obtain an atomic reactor for his
search. The baron, true to charac
is attempting to recreate a legend
monster in a basement laborat
Moving forthwith in the swing
monster sequences, Karloff gets
zombie slugging away, with sig
cant assist from aforementio
atomic reactor. Gendarmes don't
lieve the reports, however, attribut
monster talk to press-agentry acti
The monster spills the beans
smashing the lab, taking Karloff to
death. Police hear latter's confess
on a tape recorder.
Running time, 83 minutes. Gene
classification. Release, in July.

A. M.

Space Master X-7

20th-Fox—Regalscope

PORTLAND, Me., July
This Regal production, credited
Bernard Glasser, has Bill Willia
and Robert Ellis portraying U.S.
curity agents on the hunt for a
from healthy (for earthlings) org
ism returned to this planet by a sp
satellite. The quest poses some rat
imaginative developments, some m
der, and not a little consternation
the U.S. camp when it's learned t
the organism can easily do away w
earth as we know it.
Resourceful, resolute Messrs. W
liams and Ellis give chase, cor
their foe, and all's right again.
lesser roles are Paul Frees, labo
tory man, killed by the space invad
and Lyn Thomas, who inadverten
serves as carrier for the organism.
Edward Berns directed from
screenplay by George Worthing Ya
and Daniel Mainwaring.
Running time, 71 minutes. Gene
classification. Release, in July.

A. M.

All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

. 84, NO. 23 NEW YORK, U.S.A., FRIDAY, AUGUST 1, 1958 TEN CENTS

ne Short

rospects of ept. 1 B-B art Dimming

h Still Lacking But isive Action in Offing

ɔspects for the projected Sept. 1 of the radio promotion phase of industry business-building oam- ı are dimming as the 30-day ad- ɜ time purchase period arrives exhibitor cash contributions still ıg some $50,000 to $75,000 of ıinimum goal required.

obtain the desirable radio spots allow proper time for program ıration, purchase of time on the

(*Continued on page* 5)

:hanan Film Accounts changed in Merger

ıe contemplated consolidation of ıanan & Co. with the Lennen & ell agency will have no effect on ıandling of Buchanan's two mo- picture accounts, Paramount Pic- and Warner Bros.

rome Pickman, Paramount direc- of advertising-publicity, said no

(*Continued on page* 5)

ts 6-City Franchise r Patterson Bout

Special to THE DAILY

EW ORLEANS, July 31. — Joel stone, New Orleans terrritory ɜ-in theatre owner, and with in- ts in other industry projects, has ired a franchise to telecast the d Patterson-Roy Harris, closed- ıit TV fight, to be fought on Aug. ı Los Angeles. Cities included in

(*Continued on page* 6)

TRADEWISE

on page 2

Television Today

on page 5

Klune in Mannix Post As MGM Gen. Manager

From THE DAILY Bureau

HOLLYWOOD, July 31. — E. J. Mannix, an executive of M-G-M for many years, has asked to be relieved of his responsibilities as the studio's general manager, Joseph R. Vogel, president of Loew's, Inc., announced yesterday. Mannix will be replaced by Raymond A. Klune, who will take over the studio post next week. Mannix will continue with the company in an advisory capacity.

E. J. Mannix

The decision to grant the request of Mannix was made following meetings that have been in progress at M-G-M since the arrival of Vogel ten days ago. Sol C. Siegel, head of production; Robert H. O'Brien, treasurer of Loew's, Inc.; and Mannix par-

(*Continued on page* 5)

A.A. Officials Continue To Buy Company Stock

From THE DAILY Bureau

WASHINGTON, July 31. — Allied Artists executives continued to dominate trading last month in film company stocks dealt in by corporation officers and directors, according to the latest monthly summary of such transactions, issued today by the

(*Continued on page* 6)

Time Pressure Seen Major Factor

Tax Bill Supporters Gain in Confidence

Senators Predict House Conferees Will Accept Some or All of Kerr Amendment

By J. A. OTTEN

WASHINGTON, July 31.—Senators interested in admissions tax relief were becoming increasingly optimistic that House conferees would accept some or all of the Kerr amendment.

The Kerr Amendment to a House-passed excise tax revision bill would exempt from the 10 per cent Federal tax the first $1 of admission charges.

Backers of the proposal were arguing that the Senate would not act on the bill until close to final adjournment, and that the House conferees, more interested in the basic excise bill than the Senate conferees, would be under heavy pressure to accept some admissions tax relief in order to get the bill out of conference.

The finance committee was slated to file its report on the excise bill late today, clearing the way for floor action. Senate majority leader Johnson (D., Tex.) has not yet indicated, however, just when the excise bill will be scheduled. He said today there were four tax bills heading for

(*Continued on page* 2)

UA Has Biggest Week Of Bookings in History

During United Artists Week—July 1 through 7—the company amassed 16,344 feature playdates marking the biggest one-week booking total in the company's history. This was announced yesterday by James R. Velde, general sales manager.

The annual UA week playdate drive involved the company's 27 exchanges in the U.S. and six in Canada.

Pictures shown during the period were "The Vikings," "Kings Go Forth," "God's Little Acre," "Witness for the Prosecution," "Run Silent, Run Deep," "Paris Holiday," "Thunder Road," and "Around the World in 80 Days."

Every employee of the first place branch will receive three weeks salary. Second place branch personnel will receive two weeks, with one week salary going to the third place exchange.

Justice Department Appeals to Ascap to Halt Practices Complained Against, Roosevelt Hears

From THE DAILY Bureau

WASHINGTON, July 31.—Rep. Roosevelt (D., Calif.) disclosed that the Justice Department is negotiating with representatives of ASCAP to end various practices complained of by small music publishers.

Roosevelt was chairman of a House Small Business Subcommittee which earlier this year heard small publishers complain of various ASCAP rules and practices which, they said, discriminated against smaller firms. The subcommittee turned the hearing record over to the anti-trust division.

"I have been given to understand," Roosevelt announced today, "that the anti-trust division is now negotiating with ASCAP representatives in an effort to resolve those competitive problems shown to exist by the subcommittee's hearings." He gave no further details.

ASCAP officials questioned in New York yesterday said they had no comment to make on Rep. Roosevelt's statement.

SIMPP Will Restrict Activity; Faris Resigns

From THE DAILY Bureau

HOLLYWOOD, July 31. — The Society of Independent Motion Picture Producers has determined to enter a phase of limited and restricted activity for the time being, president Ellis Arnall announced today.

"Present industry problems require constant re-appraisal," said Arnall,

(*Continued on page* 5)

Selig Asks New Slant For Film Advertising

Special to THE DAILY

SALT LAKE CITY, July 31. — At the final session of the three-day convention of Fox Inter-Mountain Theatres, Robert W. Selig of Denver, Fox Inter-Mountain president, said an ef-

(*Continued on page* 3)

PERSONAL MENTION

JOSEPH R. VOGEL, president of Loew's, Inc., will returne to New York today from the Coast.

•

DAVID A. LIPTON, Universal Pictures vice-president, will arrive in New York on Monday from Hollywood.

•

LEO F. SAMUELS, president of Buena Vista; **CHARLES LEVY**, advertising-publicity director, and **JESSE CHINICH**, Western division sales manager, have returned to New York from Chicago.

•

JOSEPH WOHL, president, and **CHARLES ROSENBLATT**, vice-president, of International Film Distributors, Inc., will leave here Sunday for a two-week tour of Central and South America.

•

CHARLES COHEN, Warner Brothers Eastern advertising manager, is scheduled to return from vacation on Monday.

•

ROBERT LANTZ, Hollywood talent agent now in New York from the Coast, will leave here today for Bermuda via B.O.A.C.

•

W. C. HAINES, branch manager for United Artists in Atlanta, has returned there from Nashville.

•

WILLIAM ORNSTEIN will leave here for the Coast today to discuss a deal for the sale of rights to his forthcoming novel, "Miss Napoleon."

•

ARNOLD SCHULMAN, writer, will leave New York today for Paris.

Police Shut Utah House For 'Bad Management'

Special to THE DAILY

SALT LAKE CITY, July 31. – In an unprecedented action, the Salt Lake City commission closed the State Theatre, downtown second-run house, for 60 days when police complained the management was not furnishing proper supervision.

Salt Lake Police Chief W. Cleon Skousen asked the theatre industry to cooperate in preventing undesirables from molesting theatre patrons.

John Krier, vice-president and general manager of Inter-Mountain Theatres, said he believed the whole industry was being condemned for the shortcomings of one or two, although Chief Skousen acknowledged most theatres were cooperating.

TRADEWISE

By ONLOOKER

ALTHOUGH negotiations for the sale of American motion pictures to the Soviet Union are scheduled to resume in Moscow on Sept. 8, there still is no clear idea of how the reciprocity angle—the purchase of Soviet films for distribution and exhibition in this country—can be handled if the Soviet negotiators continue to make that a condition to a deal. . . . The reciprocal problem is the crux of the situation, the issue on which the negotiations of last April concluded without result. It had been hoped that in the interim Soviet representatives might have come to the realization that no American negotiator, whether Eric Johnston for the Motion Picture Association, Turner Shelton for the State Department, or anyone else possesses the authority to pledge or commit American theatres to play Soviet, or anyone else's films.

THAT SIMPLE FACT seems to be extremely difficult for the Soviet negotiators to understand and accept. Accustomed as they are to centralized authority in all things, considering the natural order to be one in which the film producer is told what to produce and how, the exhibitor what to show on his screen, and when, the Soviet delegation seemingly finds it inconceivable that if the U. S. State Department, in pursuit of its cultural exchange program, wants American films sold to the Soviet Union, the Soviet's condition—purchase and exhibition of Soviet films here—should be arranged without question.

IT IS QUITE POSSIBLE that there are several Soviet films among those screened here last spring or available for screening when the talks resume in Moscow which would be worth buying for this market for distribution on the merits of each. Several such films, no doubt, would stand the same chance of obtaining theatrical bookings and returning print and distribution costs and perhaps something more, as, say, an occasional Italian Swedish or French film. . . . However, free choice of that kind is not the answer. The Soviet negotiators are insisting upon picture-for-picture reciprocity. The American companies, for the most part, hugely disinterested in trading with the Soviet Union and engaged in this attempt to do so solely because of their desire to cooperate with the State Department, are being asked to pay as much or more for any Soviet films included in the deal as they would receive for the Hollywood films which the Russians would be willing to take. . . . In most instances the prices offered by the Soviet negotiators—$35,000 to $50,000 per film—also tend to put the deal, should one be made, on the basis of patriotism, rather than business, for the American companies concerned. Hence, that the companies be asked, as they are being asked by the Soviet negotiators, to take a Russian picture in return for every Hollywood picture sold, is putting quite a strain on patriotism.

SHOULD THE AMERICAN side agree to the Soviet terms to any considerable degree, there immediately would be established a precedent of vastly troublesome, if not dangerous, potentiality. What would other nations think that have been our good customers over the years, and whose pictures we have imported and played according only to the limited market acceptance of foreign films by American audiences, when they learned that the Soviet Union, which has not been an American film customer at all, was able to make a picture-for-picture deal in its first sales experience with this country? . . . Just how the problem will be met, if it is met remains to be seen. But it is unthinkable that the State Department would want to see American films limited in a score of markets around the world merely to see a dozen or so of them exhibited in the Soviet Union.

Tax Measur

(Continued from page 1)

the Senate floor—the excise bil big technical tax overhaul, a s business bill, and the social secu bill—and he wanted to consider which should come first.

This tended to confirm rur Johnson is refusing to schedule excise and technical bills until finance committee reports the s business and social security bills—l bills Chairman Byrd (D., Va.) is too happy with.

Will Resume Monday

The finance committee today b executive session work on the Ho passed small business tax bill, but not make any decisions and will sume Monday. Treasury officials the committee they approved House bill but opposed several posals advanced by a large num of Senators to make it far n liberal.

The House today passed and to the Senate the social security which would boost benefits and rates. Right now, employer and w er each pay 2¼ per cent on the $4,200 of wages a year. The would increase this to 2½ per on the first $4,800 a year effe January 1, 1959, and to 3 per effective January 1, 1960.

Opposed by Byrd

The finance committee see likely to bury a House-passed bi provide tax deferment on inc which self-employed persons put a into special retirement plans. T may be an effort, however, to add proposal, which could benefit n small exhibitors, to the small busi bill on the Senate floor. Byrd opp the change because of the l revenue loss involved.

Young for 'Rising Su

HOLLYWOOD, July 31. – Ha Young, Hollywood director and rently head of Harold Young ductions, has been engaged to d Charles Oxton's "Blood on the R Sun," screen version of the A Marquez story of the Japanese vasion of the Philippine Islands. book was recently published by l de Tanko, Inc.

NEW YORK THEATR

RADIO CITY MUSIC HALL
Rockefeller Center • CI 6-4600
CARY GRANT · INGRID BERGMA
in
"INDISCREET"
A Warner Bros. Release
and GALA NEW STAGE SPECTACLE

MOTION PICTURE DAILY. Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Floyd E. S Photo Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager. TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Vi Canby, Eastern Editors. Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; Telephone HOllywood 7-2145; Washington, J. A. Otten, National Press Club, W ington, D. C.; London Bureau, 4, Bear St. Leicester Square, W. 2, Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rocke Center, New York 20, Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-l dent and Treasurer; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald. Better Theatres and Better Refreshment Merchandising, eacb published 13 times a as a section of Motion Picture Herald; Television Today, published daily as a part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fame. Entered as s class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign. Single copies,

ve-Ins Fight Back
inst Daily Rains

Special to THE DAILY

LUMBUS, O., July 31. —
ed by almost daily rain, Cen-
hio drive-ins have been suffer-
t the boxoffice. So the Miles auto
res countered by running this
in their newspaper ads: "So
a Car Be Your Umbrella . . .
Enjoy a Movie in the Rain."
ese were bracketed in bars of
. Added was: "If it's just going
ep on raining, don't just sit home
sulk. Do like the others do,
on out and have fun!"

l Foreman Inspects
w Ardmore Studios

From THE DAILY Bureau

NDON, July 29 (By Air Mail.)
l Foreman returned today from
in where he has been inspecting
ew Ardmore Studios at Bray and
rring with Louis Elliman, Em-
Dalton and Columbia's Dublin
sentative, Dermott Kealey. He
most impressed with the studios,
h he visited in connection with
forthcoming production, "Insur-
n," which will be scripted from
iam O'Flaherty novel.
described Ardmore as probably
finest equipped small studio in
f Europe, technically on a par
anything he has seen. It is, he
a kind of "pocket battleship."
eman's next production, "The
of Navarone," is scheduled for
uction early next year, for Co-
ia release. The production of
rrection" follows that of "Nava-
"

ntest Arranged for
vilight' Bow Here

iversal-International, the May-
Theatre and the Hawaiian Room
e Hotel Lexington have arranged
nt tie-up in connection with the
York showing of U-I's "Twilight
he Gods," which was filmed in
awaiian Islands. Patrons attend-
he showing of the picture, which
Wednesday, during the first six
of the engagement will be given
pportunity to win a free dinner
evening for two at the Hawaiian
.
alii, one of the Hawaiian enter-
rs at the Hawaiian Room, has
selected as a "Hawaiian God-
to aid in special advance promo-
l activities in connection with
pening. Patrons at the Mayfair
be given special entry blanks to
fy for the daily awards. Mealii
handle the distribution of the
s at the theatre.

eatre Is Reopened

ADING, Pa., July 31. — The
d, Schad Theatres' first-run
e here, dark for some time, was
ned for weekend operation. J.
r Stallman is house manager.

Old-Time 'Beat the Drums' Showmanship Riding High

By JAMES D. IVERS

Old fashioned beating the drums showmanship is abroad in the land. Encouraged by rising grosses in nearly all areas and evidences that the public is again on the prowl for entertainment bought at the theatre, major companies in the last two weeks have executed or announced a number of blockbuster stunts designed to attract the attention of the public to the marquees of their local movie houses.

Specific Drives Cited

Major national campaigns announced just this week include a $2,000,000 effort for "The Big Country" by UA; a whoop-te-do national campaign for "The Fiend Who Walked the West" by 20th-Fox being announced by Charles Einfeld this morning; a unique inter-industry tie-up with the millinery trade by Paramount for "The Matchmaker"; 20th-Fox again with a major assault on the national newspaper, wire services and magazines with a full dress Air Force Academy opening of "The Hunters" in Colorado Springs tonight; another more local one by the same company which turned Buffalo upside down this week for "Sierra Baron"; and again a Fox benefit opening last night in New York for "A Certain Smile."

More is coming. Monday Universal will drop Esther Williams in the ocean from a helicopter off Atlantic City, have her rescued (?) by a lifeguard who as result of his efforts will get to have an evening on the town for the opening of "Raw Wind in Eden." Not to be forgotten either is United Artists plan to tour no less than six (count 'em) imitation Brigitte Bardots in support of its "La Parisienne" and Allied Artists touring Harold Robbins for openings of his "Never Love a Stranger."

Book-Section Tie-in Set

Also among the longer range tieups is one by Columbia in book sections advertising asking the public to send in their nominations for the star casting of Charles Schnee's production of "The Image Makers" and another strong book tie-up for "Anatomy of a Murder."

Of these the major campaigns cover almost every device ever invented by the ingenious exploitation man and since taken over by super-markets and television, plus some new ones that the competition hasn't thought of yet. Some of them stress the saturation idea, some concentrate on radio or television advertising, some feature contests, and some are heavy on merchandising tie-ups.

'Vikings' Campaign Diverse

In the latter category, of course, is United Artists' campaign for "The Vikings," still in full swing and showing results. The Viking dolls, ship models, toy soldiers, picture books, shields and swords saturated the market as has nothing since the Davy Crockett gear that every child wore a few years ago.

20th-Fox last week sent a six-page letter to all branch and district managers outlining the promotion aids available for "A Certain Smile." Not the least of these are recordings of the title song by no less than ten top recording stars—a record in itself. Also there is a national television contest launched this week by Dick Clark of ABC-TV's "American Bandstand" to select the girl with that "Certain Smile." The contest will run for eight weeks, the winner and a guest to be taken to Hollywood for an all-expense weekend.

Radio Spots Emphasized

On the other hand one of the major features of UA's campaign for "The Big Country" will be saturation radio spots—as many as 1,000 for instance in two weeks before the Los Angeles opening of the picture Aug. 22 and similar heavy concentrations of radio spots in other cities prior to the opening. Extraordinary newspaper advertising will also precede and follow the openings in several other key cities.

To Beam 'Hunters' Bow Today Via Radio, TV

Special to THE DAILY

DENVER, July 31.—The festivities incidental to the world premiere of 20th Century-Fox's "The Hunters" at the Air Force Academy here tomorrow will be broadcast by radio and will be recorded in special footage which will be available to several hundred TV outlets in the U.S. and Canada.

Cameramen arrived here today to photograph the festivities for use on Ed Sullivan's CBS network show. This will include views of Dick Powell, producer-director of the film, and May Britt, one of the stars.

United Press Telenews and Fox Movietone cameramen will service the stations of U.S. and Canada.

NBC's Denver outlet, KOA, is covering the premiere activities for use on "Monitor," the NBC weekend program. CBS and ABC outlets in the city also are covering the event for their respective networks.

To Head Convention

TORONTO, July 31.—John J. Fitzgibbons, Jr., second assistant chief barker of the Variety Club of Toronto, has been appointed chairman of the 1960 convention of Variety Clubs International, which will be held here. He will work with George Hoover, VCI international executive director and press guy.

PEOPLE

Allen W. Perkins, of the Roxy Theatre, Midland, Ont., has been transferred to management of the Odeon Danforth, Toronto. **Wilf Larose** has moved to the Roxy from the Palace Theatre, St. Catherines. **Vern Burroughes**, of Fort St. John, B. C., is now manager of Odeon's Capital Theatre, Woodstock, Ont.

□

David Rosen, independent distributor in Philadelphia, has announced that he no longer is handling Continental Pictures in that area.

□

Jack Zide, owner of Imperial Pictures, Cleveland, and **Rudy Norton**, branch manager, will hold open house on Aug. 11 to celebrate the completion of the enlarged and remodeled offices.

□

Stan Anderson has renewed his lease on the Mumac Theatre, Middlefield, O., for a period of one year. The owner is **Frank Slavit**, who now operates a drive-in in Margate, Fla.

□

Addie Gottschalk, local branch manager in Philadelphia for Distributors Corp. of America, recently closed, will announce a new association shortly.

□

Donald Bonstein, manager of the Fulton Theatre, Lancaster, Pa., is taking a leave of absence of the remainder of the summer to manage **Jack Greenberg**'s summer resort in Avalon, N. J.

□

John Schaeffer, independent distributor in Philadelphia, has closed his exchange there and has announced that he, with his brother, **Joseph**, formerly with Republic Pictures, will enter a business outside the industry.

□

William Dworski, long-time manager of the Harris Theatre, Findley, O., a Stanley Warner house, is a patient at Blachard Valley Hospital there following a heart attack.

Selig Asks

(*Continued from page 1*)

fort will be made to change the advertising approach by doing away with adjectives and hackneyed lines that have marked ads in the past. He advised that 70 managers who attended to tell newspaper readers truthfully what films are about.

Selig also said Fox is studying the acquisition of a "showhouse" or the building of new ones wherever legally possible.

Selig said plans are ready for remodeling the Uptown Theatre, Fox's top showhouse in downtown Salt Lake, into a stadium-type theatre. Work may begin next spring.

MOTION PICTURE DAILY'S BOOKING CHART

	ALLIED ARTISTS	COLUMBIA	M-G-M	PARA.	20TH-FOX	UNITED ARTISTS	UNIV.-INT'L	WARNERS	OTHERS
JULY	**FRANKENSTEIN—1970** (CS) Boris Karloff, Jana Lund — 83 min. (Rev. 7/31/58) **SNOWFIRE** Molly McGowan, Don Megowan **THE LITTLEST HOBO** — 77 min. (Rev. 7/9/58) **THE ACCURSED** Robert Bray **SPY IN THE SKY** Steve Brodie, Andrea Domburg — 74 min. (Rev. 7/18/58)	**REVENGE OF FRANKENSTEIN** Peter Cushing, Eunice Gayson — 90 min. (Rev. 6/18/58) **THE CAMP ON BLOOD ISLAND** Carl Mohner, Andre Morrell — 81 min. (Rev. 6/13/58) **THE KEY** (CS) William Holden, Sophia Loren—125 min. (Rev. 6/11/58) **GUNMAN'S WALK** (CS, color) Van Heflin, Tab Hunter—97 min. (Rev. 6/12/58) **LIFE BEGINS AT 17** Mark Damon, Dorothy Johnson — 75 min. (Rev. 6/23/58) **THE SNORKEL** Peter Van Eyck, Betta S. John — 75 min. (Rev. 6/13/58) **CURSE OF THE DEMON** Dana Andrews, Peggy Cummins	**GIGI** (CS, color) Leslie Caron, Maurice Chevalier — 116 min. (Rev. 5/15/58) **IMITATION GENERAL** (CS) Glenn Ford, Red Buttons — 88 min. (Rev. 6/25/58) **TARZAN'S FIGHT FOR LIFE** (CS) Gordon Scott, Eve Brent —86 min. (Rev. 7/3/58)	**KING CREOLE** (VV) Elvis Presley—116 min. (Rev. 5/21/58) **ROCK - A - BYE BABY** (VV, color) Jerry Lewis, Marilyn Maxwell — 103 min. (Rev. 6/5/58)	**THE BRAVADOS** (CS, color) Gregory Peck, Joan Collins—98 min. (Rev. 6/4/58) **SIERRA BARON** (CS, color) Brian Keith, Rip Jason—80 min. (Rev. 6/27/58) **THE FLY** Herbert Marshall, Vincent Price—94 min. (Rev. 7/11/58) **GANG WAR** Charles Bronson, Kent Taylor — 74 min. (Rev. 5/26/58)	**THE VIKINGS** (color) Kirk Douglas, Tony Curtis — 114 min. (Rev. 5/20/58) **KINGS GO FORTH** Frank Sinatra, Natalie Wood—109 min. (Rev. 6/13/58) **I BURY THE LIVING** Richard Boone, Peggy Maurer — 76 min. (Rev. 7/21/58)	**A TIME TO LOVE AND A TIME TO DIE** (CS, color) John Gavin, Lilo Pulver—132 min. (Rev. 4/1/58) **KATHY O'** (CS) Dan Duryea, Jan Sterling —99 min. (Rev. 4/24/58) **THE LAST OF THE FAST GUNS** (CS, color) Jack Mahoney, Linda Cristal — 82 min. (Rev. 6/19/58)	**INDISCREET** (color) Cary Grant, Ingrid Bergman — 100 min. (Rev. 5/28/58) **NO TIME FOR SERGEANTS** Andy Griffith, Nick Adams —111 min. (Rev. 5/7/58)	**HOT ROD GANG** (AIP) John Ashley, Jody Fair **HIGH SCHOOL HELLCATS** (AIP) Yvonne Lime, Bert Halsey **HELL SQUAD** (AIP) Brandon Carroll, Frederic Gavlin **TEENAGE CAVEMAN** (AIP) Robert Vaughn, Darrah Marshall **SCREAMING SKULL** (AIP) Alex Nicol, Peggy Weber **TERROR FROM THE YEAR 5,000** (AIP) Lloyd Costello, Joyce Holden **HOW TO MAKE A MONSTER** (AIP) Robert Harris, Paul Brinegar **TANK BATTALION** (AIP) Don Kelly, Marjorie Helen **THE LIGHT IN THE FOREST** (BV) (color) Fess Parker, Wendell Corey —93 min. (Rev. 5/2/58) **NIGHT AMBUSH** (Rank F. D. A.) Dirk Bogarde, Marius Goring — 93 min. (Rev. 4/25/58) **DANGEROUS EXILE** (Rank F.D.A.) (VV, color) Louis Jourdan, Belinda Lee **THE CAPTAIN FROM KOEPENICK** (DCA) (color) Heinz Ruhmann, Hannelore Schroth **THREE MEN IN A BOAT** (DCA) (CS, color) Laurence Harvey, Jimmy Edwards **CIRCUS OF LOVE** (DCA) (color) Curt Jurgens, Eva Bartok
AUGUST	**CRY BABY KILLER** Jack Nicholson, Carolyn Mitchell **HOT CAR GIRL** Richard Bakalyan, June Kenny **GUNSMOKE IN TUCSON** (CS, color) George Montgomery, Randy Stuart — 79 min. (Rev. 7/28/58) **EVERYBODY ROCK** Terry Dene	**BUCHANAN RIDES ALONE** (color) Randolph Scott, William Leslie **TANK FORCE** (CS, color) Victor Mature, Leo Genn	**THE BADLANDERS** (CS, color) Alan Ladd, Ernest Borgnine — 83 min. (Rev. 7/16/58) **THE RELUCTANT DEB** (CS, color) Rex Harrison, Kay Kendall **ANDY HARDY COMES HOME** Mickey Rooney — 80 min. (Rev. 7/29/58)	**THE MATCHMAKER** (VV) Shirley Booth, Anthony Perkins — 101 min. (Rev. 5/1/58)	**A CERTAIN SMILE** (CS, color) Rossano Brazzi, Joan Fontaine—106 min. (Rev. 7/30/58) **RX-MURDER** (CS) Rick Jason, Marius Goring **THE FIEND WHO WALKED THE WEST** Hugh D'Brian, Robert Evans **FLAMING FRONTIER** Jim Davis, Bruce Bennett	**THE DEFIANT ONES** Tony Curtis, Sidney Poitier **LA PARISIENNE** (color) Brigitte Bardot — 85 min. (Rev. 6/17/58) **CHINA DOLL** Victor Mature, LiLi Hua **IT, THE TERROR FROM BEYOND SPACE** Marshall Thompson **THE CURSE OF THE FACELESS MAN** Richard Anderson	**WILD HERITAGE** (CS, color) Will Rogers, Jr., Maureen O'Sullivan — 78 min. (Rev. 6/24/58) **TWILIGHT FOR THE GODS** (color) Rock Hudson, Cyd Charisse — 120 min. (Rev. 7/8/58) **VOICE IN THE MIRROR** (CS) Richard Egan, Julie London — 102 min. (Rev. 5/21/58)	**THE NAKED AND THE DEAD** (CS, color) Aldo Ray, Cliff Robertson — 131 min. (Rev. 7/9/58) **BAD MAN'S COUNTRY** George Montgomery, Neville Brand—68 min. (Rev. 5/26/58) **THE OLD MAN AND THE SEA** (color) Spencer Tracy — 86 min. (Rev. 5/21/58)	**NIGHT OF THE BLOOD BEAST** (AIP) Michael Emmet, Angela Greene **SHE-GODS OF SHARK REEF** (AIP) (color) Don Durant, Bill Cord **THE GYPSY AND THE GENTLEMAN** (RFDA) (color) Melina Mercouri, Keith Michell **WINDOM'S WAY** (Rank F. D. A.) (color) Peter Finch, Mary Ure **LISA** (DCA) Maria Schell, D. W. Fischer **SENECHAL THE MAGNIFICENT** (DCA) Fernandel, Nadia Gray
SEPTEMBER	NOT SET	**ME AND THE COLONEL** Danny Kaye, Curt Jurgens **THE WHOLE TRUTH** Stewart Granger, Donna Reed **GHOST OF THE CHINA SEA** David Brian **SHE PLAYED WITH FIRE** Jack Hawkins, Arlene Dahl—95 min. (Rev. 6/5/58)	**CAT ON A HOT TIN ROOF** (CS) Elizabeth Taylor, Paul Newman	**THE PARTY CRASHERS** Connie Stevens, Mark Damon **AS YOUNG AS WE ARE** Robert Harland, Pippa Scott	**THE HUNTERS** (CS, color) Robert Wagner, Robert Mitchum **HARRY BLACK AND THE TIGER** (CS, color) Stewart Granger, Barbara Rush **SMILEY GETS A GUN** (CS, color) Keith Calvert, Dame Sybil Thorndike **VILLA** (CS, color) Cesar Romero, Brian Keith	**GUN RUNNERS** Audie Murphy, Eddie Albert **TERROR IN A TEXAS TOWN** Sterling Hayden **COP HATER** Gerald O'Laughlin, Ellen Parker **MUGGERS** Kent Smith **THE BIG COUNTRY** (Technirama, color) Gregory Peck, Jean Simmons	**ONCE UPON A HORSE** (CS) Dan Rowan, Dick Martin **RIDE A CROOKED TRAIL** (CS, color) Audie Murphy, Gia Scala—87 min. (Rev. 7/23/58)	**WIND ACROSS THE EVERGLADES** (color) Burl Ives, Christopher Plummer	**THE SECRET** (DCA) Sam Wanamaker, Mandy **TIME LOCK** (DCA) Robert Beatty, Lee Patterson **DEFEND MY LOVE** (DCA) Martine Carol, Vittorio Gassman **A TALE OF TWO CITIES** (Rank F.D.A.) Dirk Bogarde, Dorothy Tutin **CARVE HER NAME WITH PRIDE** (Rank F.D.A.) Virginia McKenna, Paul Scofield

KEY: SYSTEM: CS—CinemaScope; VV—VistaVision; (Rev.) Motion Picture Daily Review Date.

-B Prospects

(*Continued from page* 1)

rks at least 30 days in advance rded as advisable.

of yesterday, exhibitor contribu- to the campaign treasury ted to slightly over $100,000, as the radio campaign is bud- at $300,000, half of which dis- ors have agreed to contribute.

ver, campaign officials have said production and administration of the program, if it is conduct- contemplated as a unit, rather nerely as a part of a campaign also would include newspaper ising and public relations, add another $50,000 to the

Large Circuits May Help

he rate at which exhibitor con- ons are coming in presently, it take another month or more to e the additional $75,000 need- m this source to get the radio tion launched. Most of the ex- cash coming in now, it was d, is in payment of small inde- nt exhibitors' pledges made . There is, however, some hope rge circuits will put up most or their pledged contributions in ext week or two, instead of ing them over a period of s.

hairmen A. Montague and Stellings still may convene r meeting of the executive com- for the campaign. An emergen- eting was called in June when ame evident that the original starting date for the kick-off radio promotion could not be because of lagging exhibitor utions. Developments next are expected to determine er another emergency session e required.

Radio-Only Not Popular

n should the minimum exhibi- al be reached, however, there s a question whether distribu- ill agree to a program limited radio promotion. Some feel that so would result in such circum- d results, by comparison with expected from the complete m as originally planned, as pos- o discredit all business-building for the future. They feel that ould be avoided, if possible.

hanan Agency

(*Continued from page* 1)

e is contemplated by the com- Meyer Hutner, Warner pub- manager, said the Warner ac- remains with Buchanan but that he company's move to the West next fall it will be handled out with the Buchanan Hollywood adding motion picture person- its staff for that purpose.

n Hertz, Jr., will continue to Buchanan under the discussions by that agency would become uchanan Division of Lennen & ll, according to reports, with ulk of the Buchanan staff re- ng intact.

SIMPP to Restrict

(*Continued from page* 1)

who is here for week of conferences.

After considering a report of the program and activities committee, the executive committee decided to withdraw SIMPP from labor representation of its membership and proceeded to adopt a curtailed program of activities for the organization.

SIMPP and the Independent Film Producers Export Corp., its export subsidiary, will continue to be available to present independent motion picture members in special foreign film market situations as well as in Washington governmental matters.

The resignation of Marvin Faris was regretfully accepted by the executive committee. Faris has served for 12 years as executive secretary of SIMPP and has served as vice-president and secretary of IFPEC since its organization.

All other officers, including president Arnall, chairman of the board and of the executive committee Gunther R. Lessing and treasurer George Bagnall, together with members of the executive committee, will continue in office.

Has Membership of 40

SIMPP has a current membership of 40 independent producers.

President Arnall said that the society will expand its activities when and if conditions in the industry stabilize and become such that effective results, important services and substantial benefits may be rendered independent motion picture producers.

Arnall declared, "It is my firm belief that independent motion picture production will continue as the backbone of the industry and that ultimately a definite and successful pattern of production, distribution and exhibition will be established."

Klune Named

(*Continued from page* 1)

ticipated in the conferences on the company's future plans.

"It was after long consideration that I felt the executive pressures of the studio management should be turned over to someone else," Mannix said.

Klune has previously served as production manager for 20th Century-Fox, David O. Selznick, and RKO.

31 Hollywood Pictures Now in Production

From THE DAILY Bureau

HOLLYWOOD, July 31. – Five pictures started in production this week, and six were completed, making a total of 31 in production for the week.

Started were: "Revolt in the Big House" (Allied Artists); "Lonelyhearts" (Independent); "Gun in the Dust," Albert C. Gannaway Prods. (Republic); "I, Mobster," Edward L. Alperson Productions (20th Century-Fox); "Riot in Juvenile Jail," Vogue Pictures (United Artists).

Completed were: "Speed Crazy," Viscount Prods. (Allied Artists); "Gidget," CinemaScope, color (Columbia); "The Inn of the Sixth Happiness," CinemaScope, DeLuxe Color (20th Century Fox); "These Thousand Hills," CinemaScope, DeLuxe Color (20th Century-Fox); "The Rabbit Trap," Hecht-Hill-Lancaster (United Artists); "Rio Bravo," Armada Prods., WarnerColor (Warner Bros.).

Television Today

Moore Segment to PPG; Show Wholly Sponsored

Alternate-week sponsorship by the Pittsburgh Plate Glass Co. of the new "Garry Moore Show" on the CBS Television Network, starting in the fall, brings the program to the completely-sponsored point. Other sponsors, recently announced, are Revlon, Inc., for a weekly half-hour, and Kellogg Co., for an alternate weekly half-hour.

The full-hour program will be presented Tuesdays from 10-11 P.M., EDT, starting Sept. 30. PPG, in its first use of nighttime network TV, will sponsor the 10:30-11 P.M. segment on alternate weeks beginning Oct. 7. BBD&O is the agency for the glass products and Maxon for the paint division.

Bulova Will Co-Sponsor Three Series on NBC

The Bulova Watch Co., Inc., will co-sponsor three major nighttime programs on the NBC-TV Network starting this fall, it was announced jointly by John H. Ballard, president and chief executive officer of Bulova, and Robert E. Kintner, president, NBC.

The programs are the "Ed Wynn Show," which will premiere on the network Thursday, Sept. 25, 8-8:30 P.M. (NYT); "M Squad," telecast Fridays, 9-9:30 P.M. (NYT), and "Dragnet," which will be seen at a new day and time–Tuesdays, 7:30-8 P.M. (NYT)–beginning Sept. 23. "Dragnet" is currently telecast Thursdays, 8:30-9 P.M. (NYT).

To Honor Bob Hope at Dinner in Chicago

Bob Hope, NBC-TV and NBC Radio network star, who started his career as a comedian at a Chicago theatre in 1929, will be tendered a testimonial dinner in that city Friday, Aug. 22, for his numerous contributions of time to civic and philanthropic organizations and for his work in building morale for members of the American Armed Forces throughout the world.

Proceeds of the $50-a-plate affair, which will be held in the Gold Room of the Congress Hotel, will be donated to the La Rabida Jackson Park Sanitarium for research into rheumatic fever.

The dinner will be sponsored by prominent Chicagoans.

Sterling, Brillo Sign Full-Year NBC Pacts

Fifty-two week renewals from Sterling Drug, Inc., and the Brillo Manufacturing Co., both totalling almost $5,000,000 in gross billings, have been placed with the NBC-TV Network's daytime programs, it was announced yesterday by Walter D. Scott, vice-president, television network sales, for NBC.

Sterling Drug's renewal is effective Sept. 17 and calls for the sponsorship of alternate-week quarter-hour segments in four Monday through Friday daytime programs: "Today Is Ours" (telecast 3-3:30 P.M., EDT) on alternate Mondays, Wednesdays and Fridays); "Modern Romances," telecast 4:45-5 P.M., EDT) on alternate Mondays, Wednesday and Fridays; "The Price Is Right" (telecast 11-11:30 A.M., EDT) on alternate Mondays and Wednesdays, and "Treasure Hunt" (telecast 10:30-11 A.M., EDT) on alternate Fridays.

Three Shows for Brillo

Brillo's renewal, also effective Sept. 17, calls for the sponsorship of alternate-Wednesday quarter-hour segments in three Monday through Friday daytime programs: "Treasure Hunt," "It Could Be You" (colorcast 12:30-1 P.M., EDT) and "Haggis Baggis" (colorcast 2:30-3 P.M., EDT).

The advertising agency for Sterling Drug is Dancer-Fitzgerald-Sample, Inc., and the J. Walter Thompson Company represents Brillo.

Minn. Station Will Be NBC Affiliate Sept. 1

Station KCMT, Channel 7, in Alexandria, Minn., will become affiliated with the National Broadcasting Co. on Sept. 1, it was announced here by Harry Bannister, vice-president in charge of station relations for NBC.

The TV station, which will go on the air Sept. 1, will be an optional interconnected affiliate of NBC. It will operate on a visual power of 26.8 kw from an antenna height of 1,120 feet above the average terrain. The station will be included in NBC's program extension plan.

KCMT is owned by the Central Minnesota Television Co.

Mobile Film Lab

Motion Picture Enterprises, Inc., have introduced a new mobile film developing machine. Designed and constructed to meet specifications set by CBS engineers for their news department, the machine has been in continuous use by CBS for two years, according to Herbert L. Pilzer, president of M. P. Enterprises. The Model MM14 operates on standard 110 volt current and can be used any place there is a supply of hot and cold water.

Horror Pictures Put Small Boy to Sleep

Special to THE DAILY

HILLSBORO, O., July 31. – A pair of horror pictures failed to keep a 12-year-old boy awake at the Colony Theatre here. In the wee small hours, a telephone operator heard a sleepy youngster report that he was locked in the theatre. She sent police.

A A Officials

(Continued from page 1)

Securities and Exchange Commission. Participating in sizable purchases of AA common were: Samuel Broidy, 10,088 shares, to bring his holdings to 85,206 shares; George D. Burrows, 10,000 shares, to raise his total to 44,786; Sherrill C. Corwin, 10,000 shares, upping his holdings to 28,000; Maurice Goldstein, 2,000 shares, now owns 16,100; Edward Morey, 2,000 shares, to increase his holdings to 114,350, and Sam Wolf, whose purchase of 3,500 shares gave him a total of 25,500.

Other transactions by film company execs included:

Purchase of his first 1,000 shares of Loew's common by Sol C. Siegel, and of another 1,000 by Charles Braunstein, who now owns 2,000 shares.

Purchase of 1,000 shares of National Telefilm Associates common by E. Johnny Graff, coupled with the sale of 600, raised his holdings to 1,900.

Sale of 100 shares of National Theatres common by Peter Colefax reduced his holdings to 1,000 shares.

Sale of 16,200 shares of Paramount common lowered the holdings of Randolph C. Wood to 15,100 shares.

Personal holdings of Harry Brandt in Trans-Lux common were lifted to 144,400 shares with the purchase of 2,000. Brandt also bought 875 shares, for the H. Brandt Foundation, one of several organizations in which he is an indirect owner of Trans-Lux stock.

Withdrawal of 154 shares of Walt Disney Productions common from the Disney voting trust lowered its holdings to 724,059 shares.

'Parisienne' in Record

"La Parisienne," starring Brigitte Bardot, now in its dual New York premiere, set an all-time record gross of $3,418 at the Plaza and a "tremendous $4,339" at the Victoria on opening day Wednesday, UA reported yesterday.

Knight Leases Theatre

WELLSVILLE, O., July 31. – Joseph Knight of the Valley Theatre, Salineville, has leased the Liberty Theatre, Wellsville, from Vogel Brothers and plans to reopen the house on Aug. 27.

REVIEW:

China Doll

Romina—United Artists

Frank Borzage once said that he would rather direct a love story than any other type of picture. That's what he did when he made "China Doll," a story played out on the dour backgrounds of Kunming in western China where the Flying Tigers and the Air Force took in supplies over the Himalayas from India to the Chinese forces opposing the Japanese.

The central character is Victor Mature as an air captain who has become morose and sullen and doesn't associate with his men. They don't like him, but they respect him. The feminine side of the romance that develops is a Chinese actress called Li Li Hua, who is famous in the Far East, but is practically unknown in this country. She is as delicate as a flower. Her charm is undeniable. A great future is in store for her, if suitable roles are found for her by American producers.

In a semi-stupor after an evening at a bar, Mature listens to an old Chinese on his way to his quarters and it dawns upon him the old man is asking for money. He gives him a fistful of bills, but doesn't know until the next day that he has hired the man's daughter as a housekeeper for three months.

Father Cairns (Ward Bond) tells him he can't send her home, because the old man would return the money and the family would starve. It's a strange romance. The girl does everything to make life pleasant for her man. Mature avoids her. A young Chinese boy, who had preceded the girl as housekeeper, gives a marvelous performance.

There are side romances between pilots and Red Cross girls, but the interest remains focussed on the principals. When the air field is attacked Mature remains behind with his dead wife to find their baby. This scene with the baby and another 13 years later when old comrades of the now dead Mature meet the girl at San Francisco are presented with tear-stirring delicacy. Borzage directed with sympathy and understanding. Women will love it. There are touches of humor from time to time, and there are stirring views from tremendous heights above the mountains that will appeal strongly to men.

The screenplay by Kitty Buhler was based on a story by James Benson Nablo and Thomas F. Kelly. Elaine Curtis and Ann McCrea, as Red Cross girls, are a bit hard-boiled, as they have to be in the stark surroundings of an isolated airfield, but they are always interesting and appealing.

Running time, 88 minutes. General classification. Release, in August.

James M. Jerauld

Defense Rests Its Case In Embassy Suit Trial

Special to THE DAILY

SAN FRANCISCO, July 31.—The defense in the Embassy eight-million-dollar anti-trust suit completed presentation of its case today before Federal Judge Edward P. Murphy, and on Monday counsel for the plaintiffs against eight distributors, National Theatres and affiliates, will call rebuttal witnesses.

There was every indication the last of the evidence will be in by the end of the week.

V. C. Women Elect

TORONTO, July 31.—Mrs. A. J. Laurie was named president for 1958-59 of the Women's Division of the Toronto Tent of Variety Clubs International at a recent election. Also voted in were Mrs. Debbie Green, vice-president; Mrs. T. A. Metcalfe, secretary; Mrs. F. Goldhar, corresponding secretary; Mrs. Belle Bennett, treasurer; Mrs. Ben Smith, social convenor; Mrs. Chet Friedman, liaison officer; and Mrs. Len Bishop, welfare.

Get 6-City Franchise

(Continued from page 1)

the franchise are Jacksonville, Fla.; Augusta, Ga.; Baton Rouge, La.; Memphis, and Nashville, Tenn.

Associated with him in the telecasting is Don Kay, Don Kay Enterprises, New Orleans. The rights to telecast were obtained from TelePrompter, Inc.

Atlanta Books Fight

ATLANTA, July 31. – Loew's Grand Theatre here has announced that it will present the closed-circuit telecast of the Floyd Patterson-Roy Harris fight from Los Angeles on Aug. 18 through the facilities of the TelePrompTer Corp. Tickets will range from $3 to $5.

Three More Sign Bout

PITTSBURGH, July 28. – Three Pittsburgh downtown theatres, the Penn, Stanley and Harris, will carry the Floyd Patterson-Ray Harris closed-circuit telecast fight from Wrigley Field, Los Angeles, on Aug. 18. General admission will be $3.50; reserved seats $5.

Throng at Paramount For 'Evening in France

The "Evening in France," plan by 20th Century-Fox as feature of world premiere of "A Certain Smi was enjoyed at the Paramount Th tre here last night by more than 500 who witnessed, in addition to film itself, incidental entertainm amid colorful French setting and cor, all conducted for the benefit the Nephrosis Foundation of N York.

Prior to the showing of the pict filmed in Paris, Nice and other a of the French Riviera, prominent ures in the civic, social and entert ment world joined the view throngs to applaud the "Can-C line of the Bal Tabaran, wh "kicked off" the festivities to music of Billy Costa and his I Bank Bistro Five.

Each of the arriving personali plus high-ranking officials from French consulates in New York Washington and the United Nati were escorted by Paramount d men, attired in authentic French darme uniforms, to the microph of ABC-TV star, Dick Clark, acted as official host of the la affair.

Academy Theatre Wil Revert to Land Owne

The property on which the Ac my of Music Theatre is located 14th Street here will revert bac the owners of the fee, Ruby Schi Solomon Leon Schinasi, and B Schinasi Smith, and the Ban Trust Co., as trustees, according decision handed down yesterday New York Federal Judge Frede Van Pelt Bryan.

Judge Bryan dismissed a peti by trustees of the old Fox The Realty Corp., to declare that and not the owners of the land the owners of the building and eq ment. The theatre was constructe the Fox company under a 42- lease starting in November, 1 This lease expires Oct. 31 this Skouras Theatres is the current see of the theatre, and their lease is up at the end of October.

'Bank' Wins Award

BORDIGHERA, Italy, July 31 Twentieth Century-Fox's "A Nice tle Bank That Should Be Robbe the recipient of the Golden C Prize of the International Hu Festival, held annually on the ian Riviera. The film competi involving Spain, Britain, U States and Italy saw nine product in competition.

Moodabe Arrives Her

Michael J. Moodabe, governing rector of 20th Century-Fox Am mated Theatres Ltd., New Zeal and his sons, Royce, Michael, Jr., Joseph, arrived in New York ye day for conferences with Fox h office executives.

All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

. 84, NO. 24 NEW YORK, U.S.A., MONDAY, AUGUST 4, 1958 TEN CENTS

timistic, but–

oyne Warns n Obstacles o Tax Relief

ne Element, Legislative ategy, Veto Are Dangers

warning against over-confidence btaining Federal admissions tax f was voiced by Robert W. ne, Compo special counsel, on his al here from Washington Friday. yne, who has been concentrating ne admissions tax relief effort for past several months, said that itself is becoming a major factor ongress bends its efforts to ad-

(*Continued on page* 2)

y Slate Senate Study Tax Bill This Week

From THE DAILY Bureau

ASHINCTON, Aug. 3. – The te Democratic Policy Committee pected to meet early this week t the time-table for Senate con- ation of the excise tax revision containing the Kerr amendment. amendment would exempt the $1 of theatre admission charges the 10 per cent Federal excise At present, tickets costing 90

(*Continued on page* 2)

e Anti-Trust Bill on orts Dead This Session

From THE DAILY Bureau

ASHINCTON, Aug. 3.–The te Judiciary Subcommittee on trust affairs has apparently killed this Congress the House-passed o exempt professional sports from anti-trust laws.

e bill was bitterly opposed by

(*Continued on page* 5)

elevision Today

Page 5

Ruling in Century Circuit Case Extends NLRB Theatre Jurisdiction

By J. A. OTTEN

WASHINCTON, Aug. 3.–The National Labor Relations Board has issued a ruling which makes it somewhat easier for the board to take jurisdiction over theatre disputes under present standards.

However, it recently proposed dropping these standards. Thus, if the new NLRB standards go through, the ruling would chiefly affect cases already filed.

At present, the board takes labor cases involving theatres and other retail establishments if the theatres or theatre circuits have more than $1,000,000 of goods a year coming directly from outside the state or more than $2,000,000 of annual purchases coming indirectly from out-

(*Continued on page* 4)

To Brief Non-Affiliates Of MPA on Russian Talks

From THE DAILY Bureau

WASHINGTON, Aug. 3. – The State Department announced at the weekend that Eric Johnston, president of the Motion Picture Association, and Turner Shelton, of the U.S. Information Agency, would meet here on Aug. 21 with representatives of American film companies not affiliated with the MPA or MPEA to brief them on the status of negotations with Russia to work out a deal for each country to buy and distribute the other's films.

The meeting will be held in Room 5104 in the Department of State building.

TV '55-56 Profit-Rise Slowed in 1957: NAB

From THE DAILY Bureau

WASHINCTON, Aug. 3. – Television station profits continued to climb last year, but expenses rose faster, according to the annual financial survey conducted by the National Association of Broadcasters among stations of all sizes and in all types of markets.

Total revenue for the typical TV

(*Continued on page* 5)

Two NSS Branch Heads Promoted to New Posts

National Screen Service Corp. has promoted two of its veteran branch managers to new posts, it was announced at the weekend by Herman Robbins, president.

Arthur Manheimer, Chicago branch manager for National Screen since 1951 and with the company since

(*Continued from page* 5)

Permit Cinemiracle Third S-W Theatre

Federal Judge Edward L. Palmieri at the weekend granted the request of the Stanley Warner circuit for permission to exhibit the Cinemiracle picture "Windjammer" in the RKO Boston Theatre. Judge Palmieri, now

(*Continued on page* 2)

REVIEW:

The Reluctant Debutante

Avon Prod.—M-G-M—CinemaScope

Any exhibitor who may have heard about the mild reception "The Reluctant Debutante" received as a play on Broadway–after being a smash hit in England first–can now put his fears to rest. Whatever was wrong with the New York stage version has obviously been corrected. As produced by Pandro S. Berman for M-G-M, "The Reluctant Debutante" is a stunning comedy success on the screen.

What happened? From all the evidence it appears that William Douglas Home, who wrote the script from his own play, had the good sense

(*Continued on page* 5)

Einfeld Says:

20th-Fox Finds Promotion Is Paying Off

Outlines Campaign for 'Fiend Who Walked West'

By JAMES M. JERAULD

(Picture on Page 4)

"If a picture is worth making, it's worth selling," Charles Einfeld, vice-president of 20th Century-Fox in charge of advertising, publicity and exploitation, said here Friday at a press conference apropo of a campaign lined up for "The Fiend Who Walked the West."

Principal reason for his statement at this time is the widespread impression that advertising budgets, staffs and promotion have been cut sharply, he admitted. Twentieth Century-Fox, he said, should not be included in any such generalization.

Einfeld pointed out that the company is holding to a schedule of 40 to 50 films a year, that it is finding promotional pressure pays off. In this connection he declared that "The Fly," latest of the so-called shock pictures, is heading for grosses that

(*Continued on page* 4)

Major Circuits Lend Hospital Drive Support

All major theatre circuits have now joined in the campaign for pledges of participation in the Will Rogers Audiences Collections, set for the week of Aug. 18, it was reported here at the weekend. Early responses continue to indicate wholehearted support by all exhibitors, it was stated.

Among the first of the circuits to

(*Continued on page* 3)

Illinois Allied Votes Hospital Drive Support

Special to THE DAILY

CHICAGO, Aug. 3.–The board of directors of Allied Theatres of Illinois voted to give full cooperation and support to the upcoming audience collection campaign for Will Rogers Memorial Hospital at a meeting here

(*Continued on page* 3)

PERSONAL MENTION

EDWARD L. HYMAN, vice-president of American Broadcasting-Paramount Theatres, and Bernard Levy, his assistant, were in Boston on Friday from New York.

•

Sidney Harmon, producer now in New York from the Coast, will leave here today for an extended tour of Europe.

•

Wally Shapiro, public relations director of the Society of Motion Picture and Television Engineers, is honeymooning in Bermuda with the former Rona Levee of Cedarhurst, N. Y.

•

Harold Robbins, producer, will leave here today for Buffalo on the first leg of a tour that will take him to Boston, Montreal and Rochester.

•

Harry Baker, 20th Century-Fox chief expediter, will leave here today for Atlantic City and other points on the Jersey shore.

•

Ed Svigals, Trans-Lux Films director of sales, returned to New York over the weekend from Dallas.

•

Jack MacCallum, British actor, will arrive in New York today from London via B.O.A.C.

•

Helen Morgan, Hollywood partner of Brenon and Morgan Associates, is in New York from the Coast.

•

Andrew and Virginia Stone, producers, have left New York for England.

•

Russell S. Blake, long-time projectionist at Loew's Poli, Hartford, and Mrs. Blake are marking their 50th wedding anniversary.

•

Stanley Donen, producer-director, is in New York from the Coast.

Permit Cinemiracle

(*Continued from page 1*)

in California, signed the order and mailed it to the New York Federal Court.

Permission was previously granted by the judge for S-W to show the Cinemiracle film at the Ambassador in St. Louis and the Missouri in Kansas City. Approval of the court was required since S-W's authorization to engage in the production and exhibition of Cinerama films did not include outside licensing.

Coyne Warns of 'Obstacles'

(*Continued from page 1*)

journ within the next 10 days to two weeks.

The bill containing Senator Kerr's amendment providing for complete tax exemption up to the first $1 of admissions may be delayed in being scheduled for action by the Senate, Coyne suggested, because of procedural strategy which can be invoked by Senate majority leader Lyndon Johnson in order to get action on bills in which he is interested and which are being delayed in committee.

If the tug-of-war between Johnson and committee leaders, such as Senator Byrd, is protracted, Coyne said, the time element could prove fatal to the admissions tax relief effort. Accordingly, while it is hoped the bill will go to the Senate this week, there is no guarantee that it will do so.

Hopeful Regarding Senate

Coyne said if and when the bill gets to the Senate there is reason for optimism that it will be given a favorable vote. However, it must then go to a House-Senate conference committee, since the measure to which the amendment was attached originated in the House and came to the Senate without an admissions tax amendment of any kind.

Coyne pointed out that Rep. Wilbur Mills, chairman of the House Ways and Means committee, who will sit in the conference committee, has been turning down his own members on tax reduction matters and, with his public record against reductions, will be in a difficult position when the admissions tax reduction legislation comes before him. Nevertheless, Coyne feels that the measure will have a good chance of surviving the conference because of the support for it among the 10 to 14 solons who will make up the committee.

Sees Kerr in Strong Position

He also feels that Senator Kerr will be able to resist efforts to compromise by limiting the relief to tickets priced at $1 or less, instead of the present 90 cents. Kerr is prepared to take the position that his amendment—an outright $1 exemption on all tickets—already is a rock-bottom compromise; a compromise with the complete abolition of the Federal wartime admissions tax voted by Congress several years ago, and subsequently vetoed.

The veto still is a possibility, Coyne reminded, should the Kerr amendment survive the Senate and conference committee. Thus, he feels that while some optimism is justified on the industry's part at this stage, the major hurdles the amendment still has to clear do not justify any overconfidence.

Coyne is scheduled to return to Washington today.

MPIC Urges Congress To Ease Income Taxes

HOLLYWOOD, Aug. 3. – An urgent request for consideration and action on Federal income tax reforms, embodied in the Sadlak-Herlong bills, as well as the Curtis tax averaging bill, was made by the Motion Picture Industry Council in a letter to Wilbur Mills, chairman of the House Ways and Means Committee. Copies were also sent to the entire committee as well as to California's Congressmen and Senators.

The letter expresses concern that inasmuch as the only tax measures heard by the committee members since last January have been "temporary" or "emergency," there is a present "emergency" existing in American film industry, with two major studios having closed a third suspending full-time operation, while others are in the throes of hardship and unemployment as a result of enforced curtailment of production.

Reference was also made to importance of American motion pictures in the foreign relations field, with the industry furnishing 70 per cent of all playing time on theatre screens around the world.

May Slate Senate

(*Continued from page 1*)

cents or less are tax-free, while those costing over 90 cents are fully taxable.

The policy committee sets the schedule for Senate floor action. If the excise bill is scheduled for Senate action this week, it would likely be late in the week. It's possible the bill may not be scheduled for action until next week.

Majority leader Johnson (D., Tex.) is reportedly warning Senate Finance Committee chairman Byrd (D., Va.) that the excise tax bill and another major tax measure will not be scheduled for floor action until Byrd reports out a social security bill passed by the House last week. Byrd is opposed to the social security measure, and would like to bottle it up in committee.

The finance committee has filed its report on the excise measure, but copies will not be available until early this week.

'General' to State

M-G-M's "Imitation General," starring Glenn Ford, has been set as the next attraction at Loew's State Theatre here.

Fox's 'The Hunters' Welcomed in Colorad

Special to THE DAILY

DENVER, Aug. 3. – Twent Century-Fox's "The Hunters" presented in an elaborate prem Friday at Air Force Academy fore 1,500 cadets and more than news correspondents who are l for a three-day press preview at Air Force Academy.

Dick Powell, who produced picture; his wife, June Allyson, May Britt, star of the film were troduced on the stage.

The gala event was covered by national wire services and Fox vietone News.

The entire day's festivities w highlighted by tours of the pres Air Force Academy by the Pow and Miss Britt, luncheon and din with the national press represe tives and contacts with the cad

Vancouver Festival Gets Underway Today

Special to THE DAILY

VANCOUVER, B. C., Aug. 3. Ninety films chosen from 300 ent will be shown at the Vancouver ternational Film Festival, wh starts here tomorrow and runs thro the 16th. Pre-selection committ worked for weeks to process the of entries, including feature films documentaries from 28 countrie

Pictures to be shown incl "Pather Panchali" from India; " Cranes Are Flying" from Rus "Orders to Kill" from England; "P Des Lilas" from France; and "Thr of Blood" from Japan.

The "shorts" division categories clude in addition to documenta television productions, children's and experimental films. Documenta cover such subjects as science, travel, education, agriculture, nat resources, and welfare.

Peck to Start Tour

Gregory Peck begins the first ph of his coast-to-coast tour in conn tion with "The Big Country" on A 10, when he will head for seven cities where the United Artists lease will have regional premie Cities include Philadelphia, Detr Boston, New York, Chicago, Da and Los Angeles.

'Defiant' Ads Start

United Artists has prepared a s cial advertising campaign for Stan Kramer's "The Defiant Ones," ain at the Negro market through in tions in 81 Negro newspapers p lished in 65 cities in 29 states. ads are all four-column displays will start running today.

MOTION PICTURE DAILY. Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Floyd E. St Photo Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager. TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Vin Canby, Eastern Editors. Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; Telephone HOllywood 7-2145; Washington, J. A. Otten, National Press Club, W ington, D. C.; London Bureau, 4, Bear St. Leicester Square, W. 2, Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefe Center, New York 20, Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-Pr dent and Treasurer; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 times a as a section of Motion Picture Herald; Television Today, published daily as a part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fame. Entered as sec class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign. Single copies,

ogers Drive

(*Continued from page* 1)

ıp their pledges are Stanley War- RKO, Fox West Coast, Loew's, onal Theatres, Armstrong, Basil, ma Circuit, City Entertainment, Theatres, A. M. Ellis, Fabian, htman, Haven, Hitt, Jamestown, is, B. S. Moss, Pizor, Randforce, and Rubins, Robins, Rugoff and er, Schine, Selected Theatres, ɔw, Trans Lux, Trans Texas and l.

Cites 'Pressing Need'

hile pleased with the receipt of ges at the hospital's national ofhere to date, Gene Picker, chairof fund raising and finance for Rogers, said at the weekend re is still a long way to go." e is a "pressing need," he add"for sustaining campaign pressure enthusiasm until the entire job is . Full cooperation is needed from downtown first-run and subseıt-run houses in all cities across country."

cker urged participating theatres circuits to send their pledges and re lists to the national office imately so local National Screen ce branches can service them the Tony Curtis trailer and colon box labels in time for the colons.

nois Allied

(*Continued from page* 1)

last week. The Allied group also rsed the Variety Club-La Rabida tre collections set for the week of 15.

another action the board elected C. Meyers, owner of the Glenco tre, Glenco, and the Teatro Del , Wilmette, as vice-president. He a vaeancy in that office caused he death of Van A. Nomikos.

ck Kirsch, president of Illinois d and general chairman of the national Allied convention set in October, gave a progress reon convention plans and activi- The board also called upon its e membership to give the recent d "white paper," entitled "What Motion Picture Theatres Mean to and What You Can Do to Save n," the widest possible distribu- .

lection of officers and directors llinois Allied will be held in contion with a luncheon on Aug. 20, ne Blackstone Hotel here.

vise Plan to Fight sing Delivery Costs

plan devised by the Theatre ners of North and South Carolina ght the threat of rising film dey costs is recommended for conration by other exhibitors in a etin issued by Theatre Owners of rica at the weekend.

he bulletin explains: "Recognizing film delivery companies could d increasing theatre rates (which hat area have not risen since 1953) if it had more customers, the committee has called on all theatres operators to canvass their towns to locate merchants who receive regular merchandise shipments through commercial carriers, and solicit them to switch their business to the film delivery concerns. The committee points out in most instances film delivery service is much more reliable than normal commercial carrier, and often less expensive."

U.K. Report Says Tax Threatens Future of British Film Production

By WILLIAM PAY

LONDON, July 30 (By Air Mail)—Unless entertainment duty on cinemas is abolished very soon the domestic market for films, which provides the life blood of the British film production industry, will be in danger of collapse and the survival of the production industry will be problematic. This is stated by the Cinematograph Films Council in its annual report for 1957-8. The report says that in the foreseeable future British films must continue to depend for most of its earnings on exhibition in cinemas in Britain.

Discussing the growing competition to cinemas from TV, and particularly the showing on television of old films, the report says: "We noted with sympathy the efforts the trade bodies are making to try to control the showing of cinema films on TV. Quota legislation could do little to deal with the problem but most members of the Council believed all British films over 5,000 feet and still in quota life shown on TV should be disqualified for quota purposes."

Urges Guard Against Extension

"While this would have little or no immediate effect, since nearly all British films shown on TV have been too old to rank for quota, it would help to stop any extension of the practice," says the report.

Present grounds for granting relief from quota requirements are not enough to enable relief to be given to all cinemas. More widespread quota relief would not significantly reduce earnings in Britain of British films, comments the report, but this might help hard-pressed exhibitors unable to obtain sufficient British films which had not already been shown by their competitors.

Referring to the proposed European Free Trade Area, the report says that "at the present stage of development we are of the opinion that British film production could benefit substantially from the removal of all protective barriers to trade in films within the Free Trade Area and the consequent freer access to Continental markets."

Wants Quota Films All-British

Finally the report says: "a number of films, far from British in character, have been registered as British quota films. We do not wish to stop the making of British films in co-operation with the film industries of other countries, but it is clearly desirable that British quota films should be predominantly British in character and content."

Hamilton Taking Over 'Disciple' Direction

Guy Hamilton has taken over the direction of Hecht-Hill-Lancaster's "The Devil's Disciple," replacing Alexander MacKenrick, whose directorial assignment on the production "ended over a difference of opinion with the producers as to the concept of the film version of Bernard Shaw's comedy," it was announced here at the weekend.

Harold Hecht is producing the picture in association with Bryna Productions in England for United Artists release. Hamilton will start his assignment at the Associated British Studios at Elstree on Tuesday. The film went before the cameras on location in England two weeks ago.

PEOPLE

Joe Hyams, who has been directing Hecht-Hill-Lancaster eastern publicity and now goes to the coast to administer its publicity there, will be the guest of his friends this afternoon during cocktails at Toots Shor's.

☐

Irving Windisch is closing his own public relations office to join the Arthur P. Jacobs Co., effective Sept. 1, as vice-president in charge of New York operations.

☐

Sammy Davis, Jr., who has a co-starring role in the forthcoming "Porgy and Bess," will make a personal appearance tour with the Will Mastin Trio, starting Aug. 16 in Atlantic City.

☐

Evelyn Konrad has resigned her editorship at Sponsor Magazine to form Evelyn Konrad Public Relations.

DRIVE-INS

GET on the BARDOT BANDWAGON

Just a few of the Hundreds of DRIVE-INS that have booked

"THE BRIDE IS MUCH TOO BEAUTIFUL"

41 Twin	Milwaukee	Wisconsin
Skyvue	Memphis	Tennessee
Sunset	Columbia	South Carolina
Sumpter	Sumpter	South Carolina
23rd Street	Chattanooga	Tennessee
58th Hi-Way	Chattanooga	Tennessee
Blue Sky	Wadsworth	Ohio
Morrisville	Morrisville	Pennsylvania
Route 44	Smithfield	Rhode Island
South Park	Pittsburgh	Pennsylvania
Mid-City	Zanesville	Wisconsin
Echo	New Iberia	Louisiana
Tower	Rocky Mountain	North Carolina
Hi-Way	Anderson	South Carolina
Lee	Tupelo	Mississippi
Starlite	Asheville	North Carolina
Starlite	Columbia	South Carolina
Tower	Raleigh	North Carolina
Black River	Black River	New York
Dicks	Louisa	Virginia
Dicks	Cumberland	Virginia
Lawrence	Trenton	New Jersey
Woodbridge	Woodbridge	New Jersey
Hickory	Hickory	North Carolina
Skyline	Wilmington	North Carolina
Stark	Massilon	Ohio
Summit	Akron	Ohio
Chicksaw	Pontotoc	Mississippi
Starlite	Brandeville,	Pennsylvania
Albemarle Road	Charlotte	North Carolina
Fly-in	Farmingdale	New Jersey
Greenfield	Greenfield Center	New York
Elmsford	Elmsford	New York
Pine Street	Spartanburg	South Carolina
76th Street Dodge	Omaha	Nebraska
Texas	Beeville	Texas
Sundown	Gate City	Virginia
Sherwood Twin	Dayton	Ohio
Skyvuer	Birmingham	Alabama
Tower	Abilene	Texas
Union	Union	New Jersey

* B CLASSIFICATION

ELLIS FILMS 1501 Broadway, New York 36, N. Y.
LO 3-5457

REVIEW:

Buchanan Rides Alone

Columbia

HOLLYWOOD, Aug. 3

This entertaining Western is destined for deserving box office returns. Randolph Scott rides through the excellent screenplay by Charles Lang with a becoming, carefree portrayal of a soldier of fortune. Budd Boetticher's direction sparkles with action, character study and offbeat situations, not the least of which is a farcical "burial" sermon delivered by L. Q. Jones for a former lawless partner, who is laid out Indian style across the bough of a dead tree-top.

In addition to Jones, producer Harry Joe Brown surrounded the star with a handpicked all-male cast headed by Craig Stevens and Barry Kelley. Manuel Rojas, a handsome young Mexican, who becomes the motivating force of conflict between two brothers (Kelley and Tol Avery, who control a dusty California border town) shows potential as new star material. Peter Whitney, the nearly half-wit brother of Kelley and Avery, is outstanding in a serio-comic display of opportunism.

Filmed in color, the Jonas Ward novel, "The Name's Buchanan," comes to life as Randolph Scott, Texas bound to purchase and settle down on a ranch with money earned fighting a Mexican revolution, becomes involved in a border-town killing. Kelley, sheriff of the town, with an eye on Scott's money belt, frames Scott as an aide to Rojas, in the killing of his brother Avery's son to avenge an alleged wrong against Rojas' sister.

Judge Avery, with little feeling for his dead son, prevents hanging of Scott and Rojas, when Stevens suggests he may be able to make a deal for a huge sum of money to release Rojas over the Mexican border to his wealthy father. Kelley gets wind of this and tries to make the "ransom" deal for himself. Following incidents in which Scott and Rojas are freed and then recaptured, as a result of the by-play between the brothers and their henchmen, Scott is able to trick the brothers into a position which costs them their lives as well as the ransom money.

Running time, 78 minutes. General classification. Release, in August.

SAMUEL D. BERNS

M. P. DAILY picture

Charles Einfeld details the novel plans for the campaign on "The Fiend Who Walked the West."

Fox Finds Promotion Pays

(*Continued from page 1*)

will compare with some of the biggest pictures in the history of the company.

For "The Fiend Who Walked the West" a half million dollars has been appropriated to give the picture a flying start on a massed regional opening basis starting in Los Angeles August 15 in 60 theatres and working east through Denver, Kansas City and Chicago.

"We are certain it will pay off and if we need more money to put it over in a big way, we will get it. Spyros Skouras has dedicated the company to showmanship. It works, as we have proved recently with 'The Bravados,' 'A Certain Smile,' 'Fraulein' and 'The Fly.' Rodney Bush, our exploitation head, is now in Los Angeles working on the openings there. The avenues of communication are different now and we have to use them differently. This is a great business and we have to prove it with a modern approach, not by format.

Emphasizing 'Thrills'

"At present we are merchandising for audiences looking for thrills, a new kind of shock picture against a new kind of background.

"We could not afford to spend this kind of money for one-theatre openings in different cities. This system is like small national campaigns. Each theatre comes up with a certain amount of money and the results are terrific. We will use radio extensively, and television to a certain extent, but it's tough to swallow the amount of money required by television."

Several recordings have been made in different lengths, from 60 seconds down, for use on the air. Sound effects figure in them. A series of teaser ads is ready. Special kits for use of field men and exhibitors have been prepared. Exhibitor meetings will be held, as they were on "The Fly."

"The picture that gets the extra bit of selling power is the one that gets the extra bit of business," Einfeld insisted.

Telephone Stunt Included

One of the novelties will be a telephone stunt. Ads have been prepared giving a telephone number. Those who dial it will find themselves tuned in on a fast bit of dialog and sound similar to the trailers.

Theatre lobbies are to be equipped with special sound effects. Stereopticon slides will throw moving shadows on the walls. One of the odd ad lines reads: "Don't be ashamed to scream! Everyone in the theatre will be screaming with you!

"This is aiming for audience participation," Einfeld said.

Another series of small two-column ads gives the number of days before "The Fiend Who Walked the West" will be loose in Chicago.

Gastronomic Note

In still another series there is an element of humor. One reads: "Drink your tomato juice before it clots." Still another: "Do you like ground glass in your gullet for dinner? Medium rare." There are more along the same lines.

The telephone ad asks: "Do you dare to talk to THE Fiend Who Walked the West. Call RE 3-4363." The number on the dials also spells FIEND.

Esther Williams in A. C. for 'Eden' Bow

Special to THE DAILY

ATLANTIC CITY, Aug. 3.—Three-day world premiere ceremonies for Universal-International's "Raw Wind in Eden" got underway here today when Esther Williams, star of the picture, arrived by helicopter and plunged into the Atlantic Ocean from the helicopter to be escorted ashore by teams of Atlantic City lifeguards. With Miss Williams on her flight from New York were newsreels and still photographers, representatives of the NBC network radio shows "Monitor" and "Nightline," which are covering the ceremonies, and press, wire service and syndicate representatives.

P. T. Dana, Universal's Eastern sales manager, Charles Simonelli, Eastern advertising and publicity department manager, and Jerome M. Evans, Eastern promotion manager, are representing Universal. Robert Ungerfeld, Universal's home office exploitation representative, has been supervising the campaign in Atlantic City during the past two weeks.

'That Hill Girl' Bought

HOLLYWOOD, Aug. 3. – "That Hill Girl," novel by Charles Williams, has been purchased by Samuel J. Briskin, vice-president in charge of Columbia Pictures' West Coast operations, as a starring vehicle for Kim Novak to follow her next assignment, "The Beach Boys." Fred Kohlmar will produce and Richard Quine will direct.

Century Rulin

(*Continued from page 1*)

side the state. The board rulin sued in a case involving the bined Century Theatres, Inc., a Island circuit, holds that money for film prints of films produced side the state count toward the 000,000 standard even though actual prints are made within state.

As already noted, the whole n becomes somewhat academic i board changes its standards, as posed in July, to cover any th or circuits with more than $50 of gross volume during the year. combined Century Theatres would, however, tend to bring theatres under the present stan affecting cases already filed o ture cases if the board doesn through with its proposed stan change.

Closed-Shop Pact Charged

The case involved a complaint the circuit and IATSE were oper a closed shop agreement, barring ployment to workers who were IATSE members even though were willing to join the union. circuit originally argued that board had no jurisdiction be theatres are essentially local nesses, and that in any event, m paid for license fees for films pr in New York state should no counted toward the standards coverage. The NLRB trial exa agreed with this latter point.

A three-member majority of five-man board cited previous covering theatres if they met th quired standards. Then, turnin the standards, the majority said exhibitor is not really paying money for the particular locally duced print but rather "the rig reproduce a spectacle as it created by the producer in Ca nia." Therefore, the three men held, the fees should be counte ward the indirect inflow stan even though the prints were within the state. NLRB chai Boyd Leedom and member Philip Rodgers dissented.

Projectionist Upheld

With this issue decided by board, the examiner went on to hold the projectionist's complaint the circuit and IATSE had eng in unfair labor practices. He posed ordering the company union to cease enforcing any a ment which required membershi the union or clearance or app by the union as a condition of ployment.

Frenke to Seven Arts

HOLLYWOOD, Aug. 3. – Stark and Eliot Hyman have si Eugene Frenke as producer for S Arts Productions. Frenke will l Fox, where he has been produ for the past three years, to begin production on "Montezuma," w will be directed by John Huston

The Reluctant Debutante

(CONTINUED FROM PAGE 1)

erhaul it as a showcase for the brilliant comic talents of Kay Ken- (of "Les Girls") and Rex Harrison (of Broadway's "My Fair Lady"). ese two actors (who are Mr. and Mrs. in real life) are undisputed ers of drawing room comedy technique. They are to the grand ner bred. No one around today can speak sarcastic dialogue with plomb of these two; nor can any one else affect such a marvelous f detachment. What's more, they can lose their dignity and make em hilarious when the script requires, for instance, that they crawl nd on the floor on all fours. They could become the Carole Lombard William Powell of this decade.

gether they give "The Reluctant Debutante" a point of view as they ze mercilessly the entire social ritual of parents preparing their hters to "come out" in high society. Their victim in the story is d by Sandra Dee, the attractive young newcomer who was first as the youngest sister in "Until They Sail."

iss Kendall plays the wife of Harrison and stepmother to Miss Dee, has been reared in America and, as the film opens, has just returned ondon as the social "season" begins. The Americanized young lady no interest in being a British debutante and makes this plain to all oth her actions and words.

iss Kendall, however, is undaunted. With the unenthusiastic assist- of Harrison she feverishly starts the wheels rolling for Miss Dee ecome the belle of the year. The funniest scenes in the picture are in which Miss Kendall dashes all over various ballrooms seeking to h eligible bachelors as dancing partners for her reluctant protege. nothing else is quite so uproarious as her expressions of mortifica- and chagrin when Miss Dee finally becomes interested in a man— turns out to be a mere American whose occupation is playing the s in a band!

THE FUN continues apace as Miss Kendall tries to break up this omance—becoming involved in ringing wrong telephone numbers finally, attempting to spy on the lovers while they are spooning e parlor. Laughs come thick and fast in these scenes, too, as indeed do through most of the film.

what if an occasional episode seems dragged out a little too long the thinness of the material shows through here and there? And does it really matter that the business of having the drummer (who ther sluggishly played by John Saxon) turn out to be an Italian t is a silly cliche? Miss Kendall and Harrison, with the able guidance rector Vincente Minelli, are soon in there pitching again to make orget such minor flaws.

nd the stars otherwise have excellent support. Angela Lansbury pro- a gem of characterization as a garrulous mother who also has a tant debutante (played nicely by Diane Clark) on her hands. The in which Miss Lansbury tells a scandalous story in pantomime with words drowned out by jazz music is a comic highlight of the film. Peter Myers is also amusing as a stuffy suitor of Miss Dee.

ost of the sets of the picture are interiors—apartments, town houses, ballrooms in London—which look elegant in CinemaScope and Metro-

ning time, 96 minutes. General classification. Release, in August.

RICHARD GERTNER

S Branch Heads

(*Continued from page* 1)

has been assigned to devote his time to the expansion of the ommercial and special service with headquarters in Chicago to the entire midwest territory.

Succeeded by Feinberg

succeed him as Chicago branch ger, Robbins appointed Mil- einberg to head up the Chicago h. Feinberg has been with the any for 13 years and served as h manager of the Des Moines since 1947. Both appointments ffective as of Aug. 25.

'Trust' Bill on Sports

(*Continued from page* 1)

anti-trust division officials and by the National Association of Broadcasters. The anti-trust agency criticized the broad anti-trust exemption for pro sports, while the NAB centered its attack on the exemption for agreements affecting television of pro games.

The Judiciary subcommittee on Friday tabled the House bill. This means it is almost certainly dead. It could be revived only by an unusual vote of the full judiciary committee or by an even more extraordinary vote of the Senate itself.

Television Today

NTA Expands Sales Staff; Names Harris

National Telefilm Associates will expand its sales staff and add new half-hour and feature film programs to its catalogue for the fall selling season, Harold Goldman, NTA executive vice-president, announced at the weekend. At the same time Goldman announced the appointment of Les Harris, former national sales coordinator for ABC-TV owned and operated stations, as coordinator and general supervisor for NTA's syndicated program sales.

Goldman will announce fall selling plans at a national sales meeting of all NTA sales personnel at a three-day meeting to be held at the company's New York headquarters August 7, 8 and 9.

'Dream Package' in Work

The half-hour shows ready for sale are "The Adventures of William Tell," "The Walter Winchell File," "U.S. Marshall" and a number of others to be announced shortly. In addition, NTA has assembled a new group of 20th Century-Fox feature films to be offered in their new "Dream Package." All of these will be offered for fall presentation.

Goldman also announced that the NTA sales force will be divided into two divisions, program sales and feature films and station sales. Fifteen new salesmen will be added to round out the expanded sales staff.

Jerrold Names Hastings Asst. Sales Manager

Special to THE DAILY

PHILADELPHIA, Aug. 3. — Jeremiah E. Hastings has been appointed assistant sales manager of the Jerrold Electronics Corp.'s system sales division, it was announced here by William H. Miller, sales manager. Hastings had been manager of Jerrold's Mid-Atlantic region with offices in Baltimore.

The system sales division handles sales of electronic equipment for the community antenna systems industry, educational, industrial and military closed circuit television systems, and master antenna system installations for civilian and military housing.

Cranton ABC Director Of Sales Development

Harold S. Cranton has been appointed director of sales development and research for the ABC Radio Network, effective immediately, it was announced by Edward J. DeGray, ABC vice-president in charge of the network.

In addition to sales development and research, Cranton's responsibilities will include advertising, promotion and merchandising.

TV Profit-Rise

(*Continued from page* 1)

station in 1957 was $925,000—up $5,000 from the previous year. Another 3.5 per cent rise is predicted for this year by broadcaster estimates, NAB said.

But the 1957 increase was substantially under the $200,000 gain registered for 1955-1956, the survey showed. And, the report added, while intake went up $5,000 for the typical station, 1957 expenses jumped $10,000 to $780,000.

Big Markets Most Profitable

Stations in the larger markets generally showed the greatest margin of profit, according to the survey.

Total broadcast revenue for the typical radio station in 1957 was $99,700, virtually unchanged from the previous year, and this level will be held in 1958, the survey estimated.

Total expenses for the typical radio broadcaster, however, rose about $1,000 from 1956 to $90,600, the report stated.

Webs' Billings Up 13% At '58 Half Way Mark

The Television Bureau of Advertising, in its first half-year report on network television gross time billings, said there had been a 12.9 per cent increase for 1958 over the corresponding period of 1957.

$32,400,000 Gain

The TVB report showed the month of June, 1958, registering a $4,300,000 increase or a 10.8 per cent climb over 1957. The cumulative six-month figure of $283,071,449 was $32,400,000 over last year.

Each of the networks continued to report increased billings.

New ABC Affiliate

WJRT in Flint, Mich, will become a primary affiliate of the ABC Television Network when it begins operations on or about Oct. 1 on VHF Channel 12, it was announced by John Patt, president of the Goodwill Stations, Inc., owner of WJRT, and Oliver Treyz, president of ABC TV. WJRT will cover the Flint-Bay City-Saginaw-Lansing area, the second market in the state of Michigan, and the 26th market in television homes ntaionally. WJRT will be the first VHF television station in Flint.

EVERY DAY ON EVERY CHANNEL TV
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COSTUMES
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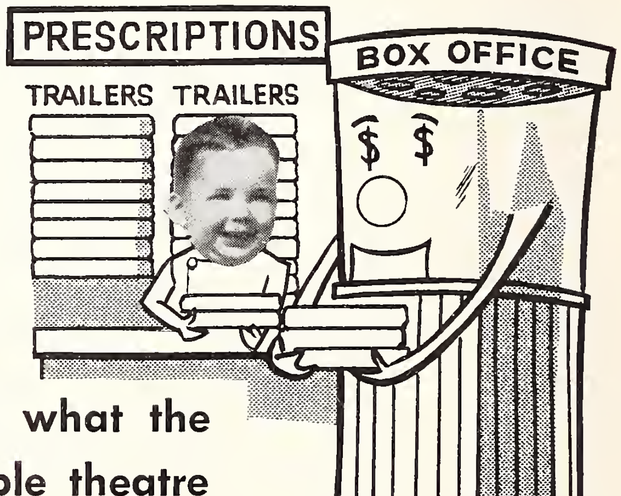
DOCTOR'S ORDERS!

℞

The Prize Baby is no medicine man and trailers are no cure-all . . . but any prescription for healthy grosses must include trailers as a necessary ingredient.

According to careful scientific examination, the reaction to a steady dosage of trailers is a thumping 42.9 percent return in boxoffice receipts . . . and the costs are almost microscopic!*

NATIONAL Screen SERVICE
PRIZE BABY OF THE INDUSTRY



No wonder trailers are just what the doctor ordered! No sensible theatre operation goes on without them.

**Sindlinger's recent national diagnosis of trailer impact reveals that trailers bring in $429 out of every $1,000 taken in as theatre admissions. According to Opinion Research Corp. of Princeton, trailers also get "top mention" as the most reliable form of motion picture advertising.*

All
the News
That
s News

MOTION PICTURE DAILY

Concise
and
to the
Point

84, NO. 25 NEW YORK, U.S.A., TUESDAY, AUGUST 5, 1958 TEN CENTS

ssage to Meeting

alsh Urges . Act Against ıe Recession

's for Participation Elections to Aid Labor

Special to THE DAILY

. LOUIS, Aug. 4. — The 44th ntion of the International Al- of Theatrical Stage Employees ed here today in a spirit of poli- action, with officers and dele- seemingly disturbed by Federal state legislative trends. The open- gun was a printed message by ard Walsh, president, which dele- found as they took their seats which urged registration for the elections, which he predicted will most crucial" to labor.

either Congress nor the adminis-

(*Continued on page 2*)

V 39-Week Income , But Net Is Off

anley Warner Corp. and its sub- ries report for the 39 weeks end- May 31, 1958, net income from ations in the amount of $1,686,- after a charge of $4,130,000 for eciation and amortization and an vance of $1,540,000 for federal foreign income taxes. This is valent to 83c per share on the 3,399 shares of common stock nding.

a special item the company re- a net loss of $662,400 from the osal of properties, after deducting ving of $775,000 in federal in-

(*Continued on page 4*)

If Passed, Increased Admissions Tax Relief Would Not Take Effect Until January 1, 1959

From THE DAILY Bureau

WASHINGTON, Aug. 4.—The increased admissions tax relief provided by the Senate finance committee would not take effect until January 1 if the bill became law in its present form.

Originally it had been assumed that the relief would go into effect September 1 or October 1, depending on when the bill became law. This was on the assumption the change was effective on the "first day of the first month starting more than 10 days after enactment"—the usual formula. Actually, however, all the provisions of the bill go into effect "the first day of the first calendar quarter which begins more than 60 days after the date on which the bill is enacted."

Open Coast Musicians Pact Talks Tomorrow

From THE DAILY Bureau

HOLLYWOOD, Aug. 4. — The Musicians Guild of America will begin contract negotiations here on Wednesday with the Association of Motion Picture Producers, Cecil F. Read, chairman of the independent union, announced.

After defeating the American Federation of Musicians in a National Labor Relations Board election last

(*Continued on page 4*)

Decca Earnings at $76,370 in Six Mos.

Consolidated net earnings of Decca Records, Inc., for the six-month period ended June 30, 1958, amounted to $76,370, after allowing for the company's share of undistributed losses of its subsidiary, Universal Pictures. This is equal to 5 cents per share on 1,527,401 outstanding shares of capital stock.

In the corresponding period of 1957, Decca reported earnings of $1,742,600, equal to $1.08 per share on 1,602,501 outstanding shares of capital stock.

New Challenge for Sunday Closing Law

Special to THE DAILY

SPARTANBURG, S. C., Aug. 4.—Attorney Samuel R. Watt, representing Spartanburg theatre interests, has asked attorney general T. C. Callison for clear-cut opinions on a law which apparently allows recreational facilities other than theatres to remain open on Sunday.

Watt also asked for an opinion to clarify the method of handling complaints lodged against Sunday entertainment facilities.

As previously reported, police au-

(*Continued on page 2*)

Lazarus, Bergman Get 'Hall of Fame' Plan

From THE DAILY Bureau

HOLLYWOOD, Aug. 4. — The proposal for instituting a "Motion Picture Industry Hall of Fame," comparable to the Baseball Hall of Fame, made last week by Al Horwits at the Studio Publicity Directors Committee meeting, has been submitted to Paul Lazarus and Maurice Bergman for

(*Continued on page 2*)

Tax Bill

Would Ease Inroads of TV On Theatres

Designed to Equalize Earlier Tax Relief, Too

By J. A. OTTEN

WASHINGTON, Aug 4.—The Senate finance committee said it had voted admissions tax relief to help motion picture theatre owners and others in the entertainment industry "adjust to its new competitive position with television."

The committee made this statement in its official report on the excise revision bill, which includes a provi-

(*Continued on page 3*)

Ticket Prices of $1.05 Would Be Tax Exempt

From THE DAILY Bureau

WASHINGTON, Aug. 4. — Admissions as high as $1.05 would be tax-free under the Senate finance committee bill.

The bill exempts the first $1 of admissions from tax, but also continues the present law's provision that the rate is 1 cent for each 10 cents "or major fraction" of the amount over $1. Since a "major fraction" is 6 cents or more, a ticket costing $1.05 would have the first $1 tax-free and also the 5 cents tax-free, since it's not a major fraction. A ticket costing $1.06 would have a 1 cent tax under the committee bill.

VIEWS:

The Hunters

20th-Fox—CinemaScope

PRODUCER-DIRECTOR-STAR combination of Dick Powell and Robert chum, a proven box office success with "The Enemy Below" is back nger than ever with another service picture. This time Mitchum is he Air Force—in the Korean war. He has first rate support in Robert gner, Richard Egan and Lee Philips, and Fox's brand new personality, Britt, who demonstrates here, as she did in "The Young Lions,"

(*Continued on page 4*)

The Defiant Ones

Kramer—U.A.

STANLEY KRAMER HAS chosen to present a stark drama of race relations symbolized by a white convict (Tony Curtis) chained at the wrist to a negro convict (Sidney Poitier) as the prison van in which they are riding is overturned in a ravine. After they escape, they fight and abuse each other, but they struggle for life in swamps, through rivers, in a clay pit, into a village where they barely escape lynching, and, finally, into the

(*Continued on page 5*)

PERSONAL MENTION

PHILIP GERARD, Universal Pictures Eastern publicity manager, is in Atlantic City from New York.

•

MRS. JEROME PICKMAN, wife of the Paramount vice-president in charge of advertising-publicity, has given birth to a daughter, PATRICIA FLO, at Rockaway Beach Hospital, Queens.

•

LILLIAN JEFFERY, secretary to JOSEPH R. VOGEL, president of Loew's, Inc., has returned to New York from Minneapolis, where she attended the funeral of her nephew, DR. IRVING JEFFERY GLASSBERG.

•

ERIC ROSE, of the Trans-Lux Krim Theatre, Detroit, has left there for New York.

•

MEYER S. FINE, head of Assocaited Theatre Circuit, Cleveland, MRS. FINE and their son, BRUCE, have left there for Europe.

•

HELEN BURTA (MRS. STANLEY BURTA), free-lance production secretary, has given birth to a daughter, VICKI ELLEN, at Parsons Hospital, Queens.

•

DOUGLAS BESHRES, booker for Georgia Theatre Co., Atlanta, has returned there from Daytona Beach, Fla.

•

SAUL BRAGIN, chief booker and buyer for the Stanley Warner circuit in the Tri-States area, is recuperating at Montefiore Hospital, Pittsburgh, following emergency surgery.

Two Detroit Houses Adopt Art Policy

Special to THE DAILY

DETROIT, Aug. 4. – Art theatres are currently thriving in this sector. The Parkside Theatre opened at the weekend with "Diabolique" and "Rififi," and will continue on an art policy. Management will be that of the Temple Art Theatre.

Tomorrow the Oakdale, under management of Pierre LaMarre, who is managing director of the Clawson Playhouse, will adopt an art policy with "The Ladykillers" and "The Trouble with Harry." It seats 800.

Both houses offer free parking, air-conditioning, coffee on the house, and an "around the world confection cuisine" of as yet unrevealed "exotic delicacies."

Walsh Asks Political Activity

(*Continued from page 1*)

tration has done anything to stop the recession," the message declared, pointing out that instead of forthright measures "we see the drive to cripple or destroy labor on national and state levels."

William Schnitzler, AFL-CIO secretary-treasurer, and James L. McDevitt, national director, both are expected to sound a similar note.

1,200 Attending

A record 1,200 delegates from U.S. and Canada heard the opening addressed by local union officials and dignitaries, including Mayor Raymond R. Tucker, and president John I. Rollins, of the Missouri State Labor Council, who said the legislative trend friendly to labor has been reversed, and that Missouri anticipates the introduction of the so-called "right to work" bill.

The convention coincides with the Half-Century Celebration of the St. Louis projectionists local, first to be chartered.

Fred Beard, of the Motion Picture Research Council, and Lester Isaacs, of Loew's, Inc., will be among the technical speakers.

Arthur Enterprises is playing host to the delegates at four theatres.

Skouras, Powell Will Attend D.C. Premiere

Twentieth Century-Fox's "The Hunters" will have a gala Washington, D. C., premiere on Aug. 21 at the Capitol Theatre with diplomatic and high government officials in attendance. Dick Powell, producer-director of the picture, will attend the debut and will host a special reception at the National Press Club for Air Force brass and press. Spyros P. Skouras, 20th Century-Fox president, will fly to Washington that evening to be on hand for the affair.

The U.S. Air Force has pledged the film company the same cooperation it gave for the world premiere of "The Hunters" at the U.S. Air Force Academy in Colorado last week.

Catholics Take Action In 'Woman' Showing

Special to THE DAILY

CLEVELAND, Aug. 4. – Parishioners of St. Mel and St. Rose Catholic Church have been instructed by their pastors not to attend the neighboring Granade Theatre regardless of what pictures are shown. Action was taken following a repeat showing of "And God Created Woman," which the church has on its "condemned" list.

Writing in the church bulletin Monsignor Louis Wolf, pastor of St. Mel said, "Since this theatre insists on offending Catholic consciousness, despite due warning, it is our duty to refrain from patronizing it."

New Challenge

(*Continued from page 1*)

thorities closed the Carolina Theatre here recently before a film was actually shown and arrested the manager, Robert Talbert. Police were quoted as saying they had "many" complaints about the theatre's opening on Sunday. However, none of the complaints was in writing.

'Hall of Fame'

(*Continued from page 1*)

respective study by the Advertising-Publicity Directors Committee in New York and the Motion Picture Association of America, it was announced today by John Flinn, committee chairman.

Judging Group Suggested

The plan calls for industry sponsorship of a national motion picture writers association to act as a judging body. The purpose of the proposal is to pay tribute to the motion picture greats of all time, and to create an annual event which will stimulate public interest in films and personalities.

With early approval expected from the East, an organizational meeting of leading critics, editors and columnists will be arranged to establish standards for judging and machinery for voting.

No Academy Conflict

The event will in no way conflict with Academy Awards or their time of presentation.

Hearings Through Fall On Regulatory Agencies

From THE DAILY Bureau

WASHINGTON, Aug. 4.–House Commerce Committee chairman Harris (D., Ark.) indicated his subcommittee investigating the regulatory agencies would hold hearings throughout the fall.

He said hearings were likely in September and again in November. Harris made the statement as he revealed he is seeking an additional $60,000 for the subcommittee's operations. He did not say which agencies would be the subject of hearings, but the staff has additional information it wants to air on both the Federal Communications Commission and Securities and Exchange Commission.

Urge Exhibitors Stick To Regular Truckers

Special to THE DAILY

DETROIT, Aug. 4. – Micl Allied has sent out a circular u exhibitors to deal with film tru services rather than buses or carriers. It is pointed out the pra of veering away from regular se will lead to higher costs by operators since reduced traffic wil reduce overhead and these ca may well seek rates matching of buses and other higher-priced as well as decreasing the effici of present service.

The circular also states that organization's charter of 40 duration, issued in 1929, is expi At least two thirds of the men must sign a petition for exte with the Michigan Corporation Securities Commission.

Finally the circular asks for lis to be provided free in the forth ing annual to be issued at the of the state convention Sept. 17. book will have a reference g booking pages, appointment cale and buyer's guide. Advertising is ing sought by a committee he by chairman Fred Sweet, Tele manager.

Detroit Variety Gives $7,500 to Heart Fun

Special to THE DAILY

DETROIT, Aug. 4.–At a me of the Commission of the De ment of Parks and Recreation tomorrow William Wetsman, barker of Variety Club, will over a check for $7,500 from Heart of Variety Fund. It wil accepted by John J. Considine, is superintendent and a membe the Commission.

The money sends 150 boys girls to the Detroit Recreation C Aug. 11-26.

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ax Measure

(Continued from page 1)

making the first $1 of admission ges exempt from the 10 per cent eral excise tax. At present, tickets ing 90 cents or less are tax-free, e those over 90 cents are fully ble.

here still was no indication of when the bill would come up for action. The Senate Democratic y committee, which schedules , meets tomorrow and may make e decision, but could let the mat- slide until next week. There have strong reports that the bill would be scheduled until the Finance mittee reports out a House- ed Social Security liberalization The committee today scheduled days of hearings on the Social rity bill late this week or early , indicating the bill was likely to approved by the committee, but within the next few days.

TV Competition Cited

1956, Congress voted to ex- t admissions of 90 cents or less the Federal admissions tax, the ce committee report recalled. It this exemption was voted because V competition.

our committee believes that this nption has been of considerable to the motion picture and other ches of the entertainment indus- the committee report said. vertheless, because this exemption vailable only where the admission e is 90 cents or less, and hence re the price exceeds this amount, tax is applicable not only to the unt above 90 cents, but also with ect to the amount below that fig- present law has led to a dis- ination as to those who because heir costs must charge more than ents."

Say 'Notch' Is Eliminated

he report stated that the bill ap- ed by the finance committee re- es this "notch" by providing that exclusion would apply not only re the charge is below the speci- level, but also where it is above specified level. In addition, it con- ed, the level has been increased 90 cents to $1. These changes. id, would "help the entertainment stry adjust to its new competitive tion with TV."

he committee estimated that the nges would result in a revenue loss the Treasury of $21,000,000 a r, the bulk of this being attribut- to the removal of the "notch."

he finance committee today con- ed executive session work on a se-passed small business tax relief but made no decisions and will me tomorrow.

illiam Dworski Dies

INDLAY, O., Aug. 4. — Funeral ices have been held here for Wil- n Dworski, manager of the Warner rris Theatre, who died in Blanch- Valley Hospital following a heart ck. Interment took place in New ven, Conn., his home town.

Big Demand for Allied Pamphlet, Myers Says

From THE DAILY Bureau

WASHINGTON, Aug. 4.—Demand for Allied States' recent "white paper" has been tremendously strong and a large, second printing is now on the presses, general counsel Abram F. Myers reported.

The first printing has been exhausted, he said, and a more-than-double second printing has been ordered. Moreover, he declared, the type is now being kept for additional later printings. Myers said the demand was coming not only from Allied members but from other exhibitors, other businessmen, local chambers of commerce, and many more individuals and groups. "Organizations we've never heard of write in for copies to distribute to their members," he asserted.

Albert Smith, Inventor Of Vitagraph, Is Dead

From THE DAILY Bureau

HOLLYWOOD, Aug. 4. — Albert E. Smith, 83, a film industry pioneer and inventor of the Vitagraph, died at his home here late Friday.

He and the late J. Stuart Blackton were partners and developed one of the first successful film projectors. He got the idea for the projector when he and Blackton were touring Eastern theatres in a magic act. Subsequently they entered production in Brooklyn, then came here in 1910, developing such stars as Clara Kimball Young, Norma and Constance Talmadge and Mabel Normand.

In 1925 Smith and Blackton sold their Vitagraph interests to Warner Bros., at which time Smith retired. Surviving are his wife, three daughters and three sons.

Reade Circuit Starts Showmanship Drive

Theatre managers of all Walter Reade Theatres in New Jersey and New York will vie for over $4,000 in cash prizes in the circuit's annual summer showmanship drive which started this week. This year's drive will mark the circuit's fiftieth anniversary in the exhibition field.

The drive, a six-week competition winding up Sept. 9, will award weekly prizes to the managers compiling the greatest number of points in six categories: gross, expenses, attendance, concessions, exploitation and theatre operations. The final grand prizes headed by a $1,000 first prize, will be awarded at the conclusion of the drive.

New Drive-In Opens

ATLANTA, Ga., Aug. 4.—A new drive-in theatre, the 15th for the Atanta area, opened Friday night and was packed for two shows. It is the Gwinnett Drive-in on the Northeast Expressway, which has a capacity of 500 cars.

Byrne to Be Chief Speaker at IENE Meet

Special to THE DAILY

BOSTON, Aug. 4. — Jack Byrne, general sales manager of Loew's, Inc., will be the principal speaker at the annual regional convention of Independent Exhibitors Inc. of New England on September 8-9 at Toy Town Tavern, Winchendon, Mass. Byrne is scheduled to speak on the afternoon of the 9th. A banquet will then climax the two-day convention. George Roberts, theatre executive, is to be the toastmaster at the banquet.

Lider to Be Chairman

Several prominent Allied figures will be present to join their New England colleagues in discussions of industry problems. There will be a golf tournament, screenings of new pictures, cocktail parties and door prizes. Edward W. Lider, president of IENE, is the general convention chairman. Edwin J. Fedeli and Richard A. Smith are co-chairmen and Carl Goldman, IENE executive secretary, is coordinator.

AA Sales Meet Sat.

ATLANTA, Aug. 4.—Allied Artists exchanges will hold a sales meeting here on Saturday, Aug. 9, with branch manager and bookers from Atlanta, Charlotte, New Orleans, Jacksonville, Memphis, Oklahoma City and Dallas in attendance. Sales manager Arthur Greenblatt and J. E. Hobbs, Atlanta branch manager, will act as hosts at the conclave.

Film Data Sought

LANSING, Mich., Aug. 4.—Geneva Kebler, research assistant in archives of the Michigan Historical Commission, has urged the cooperation of theatre men in his effort to secure pictures, texts and other material pertaining to the film industry in this area, since its inception.

PEOPLE

John Curtin, formerly with Consolidated Film Industries division of Republic Pictures, will next week join Color Service Co., Inc., as vice-president in charge of color service sales. His program will include sales services operation for industrial, theatre and TV accounts for both 35mm and 16mm color lab facilities.

□

Boh Hope and Mrs. **Hope** were honored at the King's Dinner in the Olympic Hotel, Seattle, as guests of the Aqua Follies. Hope was honorary marshal of the Sea Fair Parade.

□

Adrian Woolery, president of Playhouse Pictures, Hollywood animation specialists, has been chosen as a contributing writer for "The Technique of Film Animation," a book sponsored by the British Film Academy, to be published this fall by Focal Press in England and Hastings House in New York.

□

Jules Livingston, formerly branch manager in Cleveland for Republic Pictures, has joined 20th Century-Fox there as city sales manager, succeeding **V. James Dugan**, who resigned to return to Denver, where he was Fox branch manager prior to his Cleveland Assignment.

□

Gary Wagner, who formerly photographed for the Roxy Theatre and for several years has operated Gary Wagner Associates, has formed Gary Wagner International, using former employees, and their accounts from the disbanded International News Photos organization.

□

Ivan F. Betts, assistant studio treasurer at Universal Pictures, has been elected a director of the Controllers Institute of America.

"PLEASE DON'T ASK ME WHAT FRANKIE DOES!"

SEE
NEVER LOVE A STRANGER
coming from ALLIED ARTISTS

StanleyWarner

(Continued from page 1)

come taxes resulting from the disposition of such properties. The net income for the 39 weeks after deducting the special item, amounted to $1,024,000, equivalent to 50c a share of common stock. Losses arising from contracts entered into after May 31, 1958, for sales of certain properties are not reflected in the financial statement.

Theatre admissions and merchandise sales, rents from tenants, concession and other income for the 39 weeks ended May 31, 1958, amounted to $84,953,000, which compares with similar receipts of $83,699,200 for the comparable period one year ago.

From Operations $2,665,900

The net income from operations for the 39-week period ended May 25, 1957, was $2,665,900 after depreciation and amortization of $3,671,600 and federal and foreign income taxes of $3,064,000. This was equivalent to $1.24 a share on the 2,153,099 shares of common stock then outstanding. As a special item for the 39-week period ending May 25, 1957, the company showed a profit of $33,600 from the disposal of properties, after providing for federal income taxes of $11,000 on the profit from the disposition of such properties.

Spencer Resigns Post As M-G-M Studio Mgr.

From THE DAILY Bureau

HOLLYWOOD, Aug. 4. – W. W. (Bill) Spencer, M-G-M studio manager, has announced his retirement after 34 consecutive years of service with the company in various executive capacities.

Studio manager for the past 11 years, Spencer joined M-G-M as purchasing agent when the studio was organized in 1924. He advanced to assistant manager before being elevated to his present executive position in 1947.

Spencer and his wife will leave shortly on an extended tour of Europe. On returning, he plans to remain active in the management of personal business interests.

'Country Kits' Mailed

More than 7,000 special color-slide viewing kits for "The Big Country" are being mailed out this week to key exhibitors and circuit buyers. The kit consists of a viewer and ten slides showing the scope of the scenes in the film.

The Hunters

(CONTINUED FROM PAGE 1)

that she is not only extraordinarily attractive on the screen but a superb actress as well.

Full cooperation by the U. S. Air Force gives the picture an authentic flavor, an asset which both Powell and Mitchum use to best advantage and which aerial photographer Tom Tutwiler used to get some of the best air photography, in color by De Luxe, seen in a long time. It is both technically perfect and pictorially magnificent.

The story, from a novel by James Salter, is unique in that the hero does not get the girl. Mitchum, a World War II ace and now an Air Force career man, gets himself assigned to combat flying in jets. On his way to Seoul he meets Philips, a young jet pilot lieutenant inwardly torn by cowardice, and his wife, Miss Britt. At the latter's request he puts Philips in his squadron and in subsequent meetings during which love blossoms, promises to look after him. How he does is the story line from there.

Philips, to prove his competence, begs for a chance at a Chinese pilot who has been bedevilling the American patrols. In a fierce dog fight, Mitchum takes on and bags the Red ace himself but Philips is wounded and parachutes into enemy territory. Mitchum follows him down, lands his plane and with the help of Wagner, brash young wing leader who acting against orders has come back to give them protection, gets him back safely to the South Korean lines and the waiting Miss Britt.

The five day trek by the three men through Red territory, their encounters with enemy foot patrols and friendly Koreans who are murdered for assisting them, and the unique relationship between Mitchum and Philips is the high point of the picture.

Powell's direction throughout is clear cut and definitive. Not only is the aerial photography superb but the special effects, including the disintegration of jets in the air and on the ground, filmed by L. B. Abbott, and the scenes of Japan and Korea, by the director of photography, Charles G. Clarke, are memorable as well.

With these elements of appeal for all audiences and all ages, it is a certain box office hit.

Running time, 108 minutes. General classification. Release, in September.

JAMES D. IVERS

$50,000 Ad Budget Set For 'Defiant' Premiere

Special to THE DAILY

CHICAGO, Aug. 4. – United Artists is backing the August 13 world premiere of Stanley Kramer's "The Defiant Ones" at the Roosevelt Theatre here with a $50,000 advertising-promotion budget, it was announced by producer-director Stanley Kramer and David B. Wallerstein, president of Balaban & Katz.

Many Media Utilized

Highlights include heavy advance newspaper advertising, a series of teaser ads, tie-ups with 1100 retail outlets in the greater Chicago area, contests, a parade through the most populated part of the city, daily radio and television plugging over the leading stations at prime time and special screenings for organizations and individual opinion-makers.

Preminger Eyes Legal Aspect of 'Porgy' Row

HOLLYWOOD, Aug. 4.—Otto Preminger said today he will have to consult his attorney regarding the contract Preminger has signed with Sam Goldwyn to direct "Porgy and Bess."

Preminger had been notified by the Screen Directors Guild that his "employment or proposed employment" by Goldwyn would "constitute a violation" of the SDG directive that none of its members may work for Goldwyn "or any other non-signatory to the basic (guild) agreement."

Action was taken by the SDG at the weekend over the dismissal by Goldwyn of Rouben Mamoulian as director of "Porgy and Bess." Goldwyn had been invited by the SDG board to explain his reasons for ousting Mamoulian but the producer declined the invitation.

Coast Tall

(Continued from page 1)

month, the Guild became the bar
ing agent for major studio mus
who have been on strike sinc
February.

Read said earlier that the
hopes to benefit film produ
Hollywood musicians and the p
through its new working agree
which will result from the impe
negotiations. Production will be a
he said, by eliminating the
cians performances trust funds,
ther bedding practices and fo
recording of picture scores
through using live music availab
a cost producers will find finan
and artistically attractive.

Increased Work Is Goal

The goal for working musi
will be increased employment, d
payment to musicians of all sun
the form of wages paid by produ
direct health and pension benefits
increased opportunities to work
ularly. Benefits to the public w
Read mentioned were the encour
ment of the democratic labor m
ment and principles of collective
gining between labor and man
ment.

'U' Back in Producti With Start of 'Life'

From THE DAILY Bureau

HOLLYWOOD, Aug. 4. – Uni
sal-International will resume proc
tion this week with the start of "I
tation of Life," the first major
the studio has put before the c
eras since it completed "The Per
Furlough" some months ago. In
interim the studio was used by ot
motion picture and television
ducers.

Five Others Slated

Other top films have been sla
by U-I for shooting this summ
Mid-August will see the start of "T
Earth Is Mine" and "Stranger fr
Nowhere." Late in September "T
Wild Innocents" will roll. Coming
are "Spartacus" and "Viva Gring

7th 'Indiscreet' Week

Warner Bros.' "Indiscreet" gross
$87,000 for the first four days of t
sixth week of its world premiere e
gagement at Radio City Music H
and is expected to conclude the we
with a gross of close to $150,000,
cording to Russell V. Downing, pr
ident of the theatre. The pictu
holds for a seventh week beginni
Thursday.

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The Defiant Ones

(CONTINUED FROM PAGE 1)

which is the dwelling of a white woman and her young son.

e prisoners, with the police hounds not far behind, are fed by the en, who sends Poitier into a swamp and pleads with Curtis to take way, but he pushes her to one side and goes after Poitier to save rom quicksands. The woman's role, played by Cara Williams, seems what unreal. The rest is strong stuff, with the law relentlessly on rail of the two men. When Poitier is unable to pull Curtis onto a ng freight train he loosens his own grip on a flat car and both roll an embankment to await the arrival of the sheriff (Theodore) while Poitier moans a Negro lament called "Long Gone." The cation is that through their joint suffering hatred has died.

a powerful presentation of the subject enhanced by the use of no cal background except for that which comes intermittently from lio carried by one of the men in the posse.

a sidelight the picture demonstrates that human sympathy can trate into the hardened traditional attitudes of southern law officers. e are strong characterizations by Charles McGraw, as a state police ain; civilian posse leaders led by Whit Bissell, and Lon Chaney, big man portraying a former prisoner, who slips into a room where men have been tied for the night and cuts their ropes. The impres- of reality lingers on after the picture has been unreeled.

oking at it from the commercial point of view, it should be admitted there are probably many places in the south where public opposition e exhibition may arise. Some times opposition of this kind is a nercial asset.

anley Kramer was the producer as well as the director. The story written by Nathan E. Douglas and Harold Jacob Smith.

ning time, 97 minutes. General classification. Release, in August.

JAMES M. JERAULD

ead' and 'Indiscreet' ing Well in Miami

arner Bros. reported yesterday it "taken over" the Miami area "The Naked and the Dead" ng three theatres, and "Indis-" playing another three thea- with outstanding grosses racked n each situation.

he Naked and the Dead" opened rday at the Olympia Theatre, ni; the Beach, Miami Beach, and Gables, Coral Gables to a com- d gross of $14,521 for the first days, indicating a $40,000 week. iscreet," which is playing day- date at the Miami Theatre, mi; the Carib, Miami Beach, and Miracle Theatre, Coral Gables, recorded $38,830 for the first lays.

atchmaker' Business tting Big Records

aramount reported yesterday that Matchmaker" is doing record- king business in territorial pre- e engagements in Chicago, Phila- hia and Los Angeles.

Chicago it achieved the highest ning day gross in the history of the uire Theatre when it did $3,800. the first three days, Friday ugh Sunday, it brought $14,500. Philadelphia at the Viking it did ,000 for the first three days. In Angeles, where the picture is g held for a third week, begin- tomorrow, the second week at Fine Arts Theatre is expected to ed the excellent $10,000 initial k.

Decision Reserved in Reacquisition by AB-PT

New York Federal Judge Edmund Palmieri yesterday reserved decision on the petition of American Broadcasting - Paramount Theatres to reacquire the Grove Theatre in Elgin, Ill., and set a new hearing for next Monday for the circuit to give assurance that it will not seek to rebuild the Rialto Theatre, also in Elgin, which burned down.

Ruling Handed Down in March

AB-PT had asked for permission to reacquire the Grove, which it once divested under the Paramount Consent Decree, to replace the Rialto. In March Judge Palmieri enjoined it from doing this without court approval but made the ruling without prejudice to the circuit's right to petition again on a showing the acquisition would not prejudice competition.

Desilu Names Murphy Commercial Film Head

From THE DAILY Bureau

HOLLYWOOD, Aug. 4. — Desilu Productions has placed its vast three-studio facility at the disposal of its newly-expanded commercial film division, marking a major step in the production of industrial commercial and documentary films.

Executive administration of Desilu's commercial film division will be in charge of George Murphy, vice-president in charge of public affairs.

Television Today

New Accounts, Renewals Announced by WABC

WABC-TV's "Shock Theatre" has added one new advertiser and received a renewal from another during the past week. Otto Bernz Co., Inc. (Ceramic Outdoor Grills), represented by Baldwin, Bowers and Strachan (Division of Charles Rumrill), has signed for a campaign on the program. Adell Chemical Co. (Lestoil), through Jackson Associates, Inc., has renewed its current schedule.

Additionally, Stahl-Meyer, Inc., through Hicks & Griest, Inc., has signed for a major spot campaign on the station.

Other new business for the week came in from: International Shoe Co., Friedman - Shelby Branch (Red Goose Shoes), for participations in "Time for Fun," P. Lorillard Co. (Old Gold Straights); R. J. Reynolds Tobacco Co.; Carter Products, Inc. (Nair), and Mediterranean Importing Co. (wines), for participation in "Continental Cookery." In addition, Stevens & Thompson Paper Co. ("Soft Spun" paper products) renewed its contract for participations in "Joe Franklin's Memory Lane."

Jaffe Is Leaving FAA To Enter Production

From THE DAILY Bureau

HOLLYWOOD, Aug. 4. — Sam Jaffe has resigned as president of Famous Artists Associates, it was announced today. Retiring from the agency business, Jaffe will concentrate his future activities on independent motion picture and television production.

Jaffe, in the agency business for 25 years, was formerly production manager at Paramount, and was associated in a production capacity with RKO Radio and Columbia Pictures.

During his career in the agency business Jaffe, in 1948, produced "The Sullivans," as an independent venture for 20th Century-Fox release.

Eells to L. A.

Bruce Eells, executive vice-president of United Artists Television Corp., is in Los Angeles for production meetings on "The Dennis O'Keefe Show" and the new "Vikings" series, each of which is set to go before the cameras within the next few weeks. While on the coast he will also meet with agency executives and producers of additional TV projects on the UA TV agenda.

NBC Elects Engstrom

The election of Dr. Elmer W. Engstrom to the board of directors of the National Broadcasting Co. was announced by Robert W. Sarnoff, chairman.

Dr. Engstrom is senior executive vice-president and a director of RCA.

Buffalo Channel 7 Awarded to WKBW-TV

Special to THE DAILY

BUFFALO, Aug. 4. — By a 5 to 2 majority, the Federal Communications Commission has awarded TV Channel 7 in Buffalo to WKBW-TV. Competing applications were those of Great Lakes Television, Inc., which is one-third owned by the Buffalo Courier-Express, and Leon Wyszatycki's Greater Erie Broadcasting Co. (WWOL). If no motion for reconsideration or appeal is filed, WKBW-TV will be free to start construction of the station 30 days from the time the notice of the decision is formally served on the three applicants.

Dr. Churchill Enthusiastic

In commenting on the decision, Dr. Clinton H. Churchill, president of WKBW, Inc., said in part: "My associates and I are, of course, extremely pleased with the Commission's action granting our application for the Ch. 7 station in Buffalo. It is our hope that the people of Buffalo will be receiving the new Ch. 7 service some time this fall. In fact, we hope to, and will make every effort to get on the air by the time WBUF-TV discontinues its operation Sept. 30. We will shortly enter into a network affiliation agreement which will make the full network service of the ABC Television Network available here."

Flamingo Telefilm Expands Sales Force

Flamingo Telefilm Sales has increased its sales force in several key areas with the opening of new offices in Indianapolis and expansion of its Texas sales staff. President Herman Rush and executive vice-president Ira Gottleib announced the opening of new offices in Indianapolis with Paul Webster set as regional manager and supervisor. Webster was formerly regional manager there for Republic Pictures for whom he handled both theatrical and television films.

Leo Knight for Texas

Also, Leo Knight who was associated with Ziv for more than eight years, has been named regional supervisor of the Texas territory.

With home offices in New York, Flamingo now has branches in Des Moines, Los Angeles, Chicago, Philadelphia, Atlanta and Dallas.

New Carvel Commercials

New TV film commercials for the late summer and fall have been completed at the Carvel Studios. These new advertising messages will be on the U.S. Steel-Theatre Guild Show, the Ronald Reagan G. E. program, Garry Moore's "I've Got a Secret" and the new "Your Hit Parade."

BEST BY TEST!

BARDOT

"An all-time **BEST!**" —*N. Y. PC*

"Brigitte's **BEST** yet! The reignir
sex queen
of films!"
—*N. Y. DAILY NEWS*

"Her **BEST** to date!" —*N. Y. TIM*

"The **BEST!**" —*INDEPENDENT F*

"Far and away the most
delightful
of the seven
Bardot pictures!"
—*TIME*

Charles Boyer • Henri Vidal

and Brigitte Bardot *as* La Parisienne

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with NOEL ROQUEVERT • MADELEINE LEBEAU • NADIA GRAY • ANDRE LUGUET • Original Screenplay by ANNETTE WADEMANT and JEAN AUREL
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All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

.. 84, NO. 26 NEW YORK, U.S.A., WEDNESDAY, AUGUST 6, 1958 TEN CENTS

licy Unit Acts

ax Bill Is
leared for
enate Action

ınson Says Measure
ely for Next Week

From THE DAILY Bureau

ASHINGTON, Aug. 5. – The
te Democratic policy committee
y cleared the excise tax revision
for early Senate action.
ıe bill includes the amendment
Senator Kerr (D., Okla.) to ex-
t the first $1 of admission charge
the 10 per cent Federal tax.
present, tickets costing 90 cents
ss are tax-free, while tickets over
ents are fully taxable.
enate majority leader Lyndon

(*Continued on page* 4)

ay Cash Collection
r B-B Over $7,000

ash collections of over $7,000 plus
pledges of $18,000 received yes-
ay by the administrative commit-
for the industry business-building
paign made the day the best for

(*Continued on page* 4)

Jack L. Warner Reported to Be Gaining After Suffering Skull Fracture in Auto Crash Abroad

Jack L. Warner, president of Warner Bros., who suffered a skull fracture in an automobile accident near Cannes, France, early yesterday, was reported to be gaining and resting easily in a hospital there last night. Physicians predicted full recovery in about three weeks.

Mrs. Warner left Los Angeles by plane yesterday to be with her husband, and his daughter, Mrs. Barbara Terrial, is with him at Cannes, Serge Semenenko, first vice-president of the First National Bank of Boston, and a member of the board of directors of Warner Bros., who is vacationing at nearby Cap d'Antibes, and Al Goetz, Warner's attorney, also visited the hospital.

Warner, who is 66 years old, was on his annual vacation visit to the Riviera. The accident occurred about five miles from his residence at Antibes when the car which he was driving collided with a truck.

Isaac in Plea to IA for Cinerama Boothmen

Special to THE DAILY

ST. LOUIS, Aug. 5.—In a fervent employer-to-employee appeal here today, Lester B. Isaac, speaking for Stanley Warner Cinerama Corp., urged members of the IATSE that the same consideration be given booth personnel in Cinerama exhibition as for competitive presentations, naming Todd-AO and Cinemiracle.

In an address at the 44th convention of the theatrical union, Isaac said, "There is still only one Cinerama," and added, "we will play in more than one (Stanley Warner Cinerama) theatre Cinemiracle's "Windjammer."

Isaac declared that it is unfair to

(*Continued on page* 4)

TOA Pledges Support Of Fox 'Barbarian'

The decision of Twentieth Century-Fox to release "The Barbarian and the Geisha" in the normal orderly distribution process rather than on a hard-ticket road show basis was lauded yesterday by Theatre Owners of America. The group told Spyros Skouras, Twentieth Century-Fox president, that it would do all it could to support the picture.

In a letter to Skouras, Ernest G. Stellings, TOA president, declared:

"This decision, in which I am sure Alex Harrison participated, warrants the congratulations of all exhibition, because it insures theatres that they will have a major film available to

(*Continued on page* 5)

Daff Finds

Feeling Abroad For U.S. Films More Friendly

TV, Product Supply Doubts Change Attitude

Emergence of a friendlier attitude toward American motion pictures in trade and official quarters throughout the continent and in Great Britain has become evident in recent months and could mean a smoother path and better official relations for the American film abroad, Al Daff, executive vice-president of Universal Pictures, reported here yesterday.

Alfred E. Daff

Daff, who recently returned from an extended European visit, feels that the changed atmosphere definitely may be attributed to self-interest on the part of European exhibition, pro-

(*Continued on page* 2)

REVIEWS

e And The Colonel

urt-Goetz—Columbia Pictures

HAND, no one could be blamed for thinking the plight of a Polish
fleeing France as he had fled his homeland, before the advancing
i armies in 1940, would be a suitable theme for a tongue-in-cheek
enture-drama with high comedy overtones. For that is a fair approxi-
ion of the story told in William Goetz's screen production of Franz
rfel's original and S. N. Behrman's stage play which the Theatre
ld, in association with Jack Skirball, produced under the title of
obowsky and the Colonel" several seasons ago.
Iowever, with the basic situations envisioned by Werfel and illu-
ated with Behrman's witty dialogue, almost faultlessly enacted by
h engaging players as Danny Kaye, Curt Jurgens and the French
ess, Nicole Maurey, you are provided with an exceptionally good
ertainment, one which held a Manhattan preview audience in either
pt attention or audible enjoyment through every minute of its nearly
hours running time.
Throughout "Me and the Colonel" there is an intriguing interplay of

(*Continued on page* 4)

The Fiend Who Walked The West

20th-Fox—CinemaScope

ESSENTIALLY, "The Fiend Who Walked the West" is a western. As such it is a good one with well-drawn characters and a strong and suspenseful story with a number of fascinating twists.

The chief villain in the story is a murderous and inhuman psychopath, who leaves a bloody trail behind him throughout. So 20th-Fox is playing up the "fiend" angle in a bid for the horror fans, too. Thus the picture is geared to tap two markets. On this basis it looks to clean up at theatres everywhere.

The screen play of Harry Brown and Philip Yordan is based on the old Richard Widmark melodrama "Kiss of Death" changed from a modern big city setting to a frontier territory in 1870. It is really surprising how well the gangster story has been made to fit into a western frame. The luckless hero of the first version (the part Victor Mature played) has become a small rancher down on his luck who turns to crime to secure funds. He gets caught, however, in his first bank robbery and goes to jail somewhat comforted by the belief that his three cohorts will

(*Continued on page* 5)

PERSONAL MENTION

HERBERT L. GOLDEN, United Artists vice-president in charge of operations, and president of United Artists Television, Inc., will leave here Friday aboard the "United States" for Europe.

•

EDWARD L. HYMAN, vice-president of American Broadcasting-Paramount Theatres, and BERNARD LEVY, his assistant, have returned to New York from Boston.

•

MOE KERMAN, president of Tudor Pictures, Inc., is recuperating at Long Beach (N. Y.) Memorial Hospital, where he has been confined for more than a week.

•

JOE HYAMS has left New York for Hollywood, where he will take over the post of West Coast publicity manager for Hecht-Hill-Lancaster.

•

FRED KNOWLES, projectionist at the Stanley Warner Garde Theatre, New London, Conn., and official of Local 439, IATSE, has resumed his duties following recovery from an automobile accident.

Fruchtman Acquires 2 More Baltimore Houses

Special to THE DAILY

BALTIMORE, Aug. 4.—The Times and Rex Theatres here have been acquired by Jack Fruchtman, owner of the Century, Stanley, Mayor and New Theatres, all first-run, downtown houses. This marks his fifth major acquisition within four years. Purchased from Louis E. Schecter, the properties are to be taken over as of Aug. 15.

The latest deal gives Fruchtman ownership of five major, downtown theatres in Baltimore. He also owns and operates three neighborhood theatres here as well as six in Lexington Park, Waldorf and Leonardtown, Md.

Bardot Film Big

The biggest opening week business of any Bardot film has been registered by "La Parisienne" as it began its second week today at the Plaza and Victoria Theatres here, United Artists said yesterday. The gross at the Plaza totalled $21,670, second highest seven-day take in the theatre's history, and reached $30,076 at the Victoria, the first Broadway house to show a Bardot motion picture.

U.S. Films Popular Abroad

(*Continued from page 1*)

duction and distribution, which now are feeling the full effects of television competition, but that it is no less welcome to the American industry for that.

"Exhibitors on the continent and in the United Kingdom," Daff said, "especially are gravely concerned over the possibility of drastic reductions in Hollywood production. They do not want to be left solely in the hands of local producers, which, of course, is hardly possible in view of the quality production plans of all U.S. producers.

"They are displaying a lively interest in extending the runs of new product and are meeting with considerable success in doing so. They are extremely conscious of the reductions that have been made in Hollywood production schedules, both as to the plans of the active companies and the withdrawals from the market of other companies.

'Shopping' for Entertainment

"That slack is not being taken up by the native producers, and the same audience preferences which obtain here are in evidence in Europe. That is, the public abroad is shopping for its entertainment, too. Only the top quality and the special exploitation pictures are in demand. The in-betweens mean little. Local production has virtually eliminated the demand for that type of picture from Hollywood, which makes the supply problem all the more grave for the average exhibitor.

"There also is the average exhibitor's fear of the future due to the continuing rapid expansion of television throughout Europe. Its effect on the box office gross is dramatic. In England, especially, where television set installations are almost at the saturation point, there have been a great many theatre closings, and the next 18 months will see a great many more," Daff predicted

Cafe Viewing Heavy

He explained that theatre business on the continent actually is not affected extremely yet except when special events such as national and international sports or cultural programs are telecast. On such occasions, Daff said he had seen as many as 300 people watching a single 21-inch TV screen in numerous cafes on the continent.

Most European centers, he conceded, have yet to feel the full brunt of television competition, as the American industry has; but from now on, he believes, it will be a fight for them to retain the importance of film entertainment in the minds of the public.

Sees Refurbishing Needed

To accomplish that, Daff believes, they will have to refurbish their theatres extensively and provide superior entertainment in comfortable surroundings. Only in Germany, France and Italy have any considerable number of new theatres been built since the war, Daff said.

The average European exhibitor, he reported, fears toll television more than anything else.

Anglo Remittance Talks Tentatively Set Sept. 26

From THE DAILY Bureau

LONDON, Aug. 5.—Talks on renewal of the Anglo remittance agreement will probably take place in Washington around September 26, it was learned here today, following discussions between Eric Johnston, president of the Motion Picture Export Association, and Sir Frank Lee, permanent secretary of the Board of Trade.

Johnston left here today for Paris from which he will proceed to South America. He is due back in Washington around Aug. 16 and expects to be in Moscow on Sept. 8 to resume the U.S.-Russian film talks. He plans to come to London again before he returns to America.

Scholl Buys S-W House

PHILADELPHIA, Aug. 5.—Stanley Warner Theatres has sold its Elite, local neighborhood house, to William J. Scholl for $10,000.

Agree on Bill for Aid To Small Businesses

From THE DAILY Bureau

WASHINGTON, Aug. 5.—Senate-House conferees reached agreement on a bill aimed at making long-term loans and equity capital available to small businesses.

The measure provides $250,000,000 of federal appropriations to help set up small business investment associations, which in turn would make investments in small firms and 30-year loans. The program would be carried on by a special division in the Small Business Administration.

UA Dividend 40c

The board of directors of United Artists at a meeting yesterday declared a dividend of 40 cents per share on the common stock for the current fiscal quarter, payable Sept. 26, to stockholders of record Sept. 12. This dividend represents an increase in the regular quarterly dividend rate on the common stock from 35 cents to 40 cents per share.

TENT TAL

Variety Club News

LONDON — The governors of Emil Wertheimer Trust Fund made a contribution of £5,000 to Condover Hall Fund of the Lo Variety Club. Condover Hall home in West England for the h ing and training of blind, deaf dumb children. Sam Eckman, Jr., responsible for bringing the hom the attention of the Werthe trustees.

△

PHILADELPHIA — The La Auxiliary of the local Variety will sponsor a benefit perform of "Triple Play," starring H Cronyn and Jessica Tandy, at Playhouse in the Park on Aug. Proceeds will go to the Tent's C for handicapped children. Mrs. Kaplan is in charge of the event

△

LAS VEGAS, Nev. — Ed Sulli during his engagement at the D Inn here, took time out to visit Variety Club's Day Nursery, w he was entertained by the chil band. Also on hand was Robert non, chief barker of Variety Clu Southern Nevada.

△

PHILADELPHIA — Variety Tent No. 13, will hold its annual tournament on Sept. 19 at the G Valley Country Club in that cit

Maibaum Executive Producer for MGM-T

From THE DAILY Bureau

HOLLYWOOD, Aug. 5.—Ric Maibaum, producer-writer for te sion, motion pictures and the st today was named executive prod of M-G-M-TV by studio head So Siegel and Charles "Bud" Barry, of M-G-M-TV.

Maibaum had been with M- previously as a writer, and for past few years has been freelan as a writer-producer. He will b charge of production of a full gram of television attractions the company's backlog of prope and materials. The appointmen effective at once.

Bout in 3 S-W House

PHILADELPHIA, Aug. 5.—T Stanley Warner theatres in this have signed for the closed cir TV presentation of the Patter Harris bout on Aug. 18. They the center-city Stanley, the Broad in South Philadelphia and the Sta in Camden, N. J.

MOTION PICTURE DAILY. Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Floyd E. S Photo Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager, TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Vi Canby, Eastern Editors. Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; Telephone HOllywood 7-2145; Washington, J. A. Otten, National Press Club, W ington, D. C.; London Bureau, 4, Bear St. Leicester Square, W. 2. Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rocke Center. New York 20, Telephone CIrcle 7-3100. Cable address: "Quigpubco. New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-P dent and Treasury; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 times a as a section of Motion Picture Herald; Television Today, published daily as a part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fame. Entered as se class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign. Single copies,

NEW PREVIEW CHAMP!

"RELUCTANT DEBUTANTE"-96.7

"DON'T GO NEAR THE WATER" -96.6
"HIGH SOCIETY" -96.6

At its riotous audience Preview at a New York neighborhood theatre, M-G-M's "THE RELUCTANT DEBUTANTE" topped two TOP M-G-M Block-busters in hundreds of interviews conducted by Film Surveys, Inc. The star of "My Fair Lady," the star of "Les Girls," together in a titillating tale of the mating season. It's a picture for the mass audience that warrants enthusiastic promises from Management for a smash entertainment. Next attraction at Radio City Music Hall!

M-G-M presents in laughing, luscious **COLOR**
REX HARRISON · KAY KENDALL
The Reluctant Debutante
co-starring JOHN SAXON · SANDRA DEE
ANGELA LANSBURY Screen Play by WILLIAM DOUGLAS HOME
Based on a Play by William Douglas Home • In CinemaScope and METROCOLOR • AN AVON PRODUCTION
Directed by VINCENTE MINNELLI • Produced by PANDRO S. BERMAN

M·G·M BACK ON TOP IN '58!

P.S. *Thanks to the trade press for the wonderful reviews, out this week!*

Rule Out Action on Tax Bills Proposed by MPIC

From THE DAILY Bureau

WASHINGTON, Aug. 5. – Key members of the House Ways and Means Committee ruled out any possibility of enactment this year of other tax relief bills which the Motion Picture Industry Council called for earlier this week.

The council wired lawmakers urging passage of bills to reduce income taxes steadily over a five-year period and to permit persons with fluctuating incomes to average them over a period of years.

Tax Measure

(*Continued from page 1*)

Johnson of Texas said the policy committee had authorized him to work out with Senate finance committee chairman Byrd (D., Va.) a time to take up the excise tax bill, depending on when Byrd's other commitments would give him time to bring the bill to the floor. He said it might come up this week, but he rather thought it would not be before next week.

Reports are Johnson wants to make sure the finance committee reports out a social security bill before scheduling the excise bill. The committee holds hearings Friday and Monday on the social security bill, and will probably report it to the Senate Tuesday or Wednesday.

Johnson also refused to rule out the possibility that the excise bill might still get lost in an end-of-the-session rush to adjourn. But the likelihood seemed to favor action before then.

The finance committee, meanwhile, continued unable to reach agreement on a House-passed small business tax bill, and will meet again tomorrow on the measure.

One-Day Collections

(*Continued from page 1*)

contributions to the campaign fund in the past two months, and the third best day since collections were begun last April. The cash total now stands at approximately $110,000.

The two higher collection days are May 9 with $16,000 in cash, and June 3 with $8,500 cash. All of the $7,000-plus cash received yesterday was from California and represented payments on both old pledges and the new pledges received yesterday.

The advisability of a second emergency meeting of the campaign executive committee being called into session reportedly is under consideration by A. Montague and Ernest Stellings, co-chairmen. A decision is expected some time this week. The committee presumably would be asked to consider a new starting date for the radio promotion campaign, for which the Sept. 1 start planned earlier now is virtually out of the question.

The collections received Tuesday, August 5 included installment payments from National Theatres, United California Theatres, Parsons Theatres, West Side Valley Theatres, Affiliated Theatres, Blumenfeld Theatres, Tegtmeier Theatres and Lippert Theatres.

Me And The Colonel

(CONTINUED FROM PAGE 1)

realism and nonsense, some of it bordering almost on the ridiculous, which merges one with the other without warning, and so rapidly that the viewer frequently is unsure of just when he should be worrying about the well being of the unpredictable stars or when he should be lightheartedly enjoying their preposterous adventures. But either way, the picture keeps the attention steadfastly riveted on the screen and is rewarding from beginning to end.

Kaye, in what is a new and different role for him, far more a straight dramatic than a comedy one, and in which, incidentally, he is excellent, plays the resourceful Polish refugee, trained always to have two possibilities to cope with any emergency. His opposite number, who is equally anxious to get out of France before the Nazis take over, is Jurgens as Colonel Prokoszny, a Polish anti-Semitic aristocrat who, after opposing the Germans in his homeland, is under orders to join the Polish government-in-exile in England. The colonel is a bibulous, amorous, comic-opera character.

KAYE'S SUCCESS in procuring what may have been the last automobile in Paris and a tankful of gas more or less requires that the snobbish, prejudiced colonel and his orderly, played by Akim Tamiroff, join Kaye in flight. The colonel can drive a car, after a fashion. Neither Kaye nor the orderly can. The flight begins, but to Kaye's dismay, it starts in the direction of the German armies where the colonel's mistress, played by Mlle. Maurey, awaits him.

The colonel does not permit urgency to interfere with amour, so while Germans converge on the town and Kaye forages for food and more gasoline, the colonel conscientiously makes love. In the morning the flight begins, finally, in the right direction. The difficulties of the four increase as refugees choke the roads, Germans press on at their rear, gasoline becomes scarcer, and food and lodging, too. But inevitably, Jacobowsky produces the essentials. When lodging is unobtainable, he opens the doors for his group to a regal chateau, from which, incidentally, they are displaced in the night by Germans who requisition it for themselves. When gas is not obtainable, Jacobowsky finds alternate means of transportation.

As time passes, Mlle. Maurey grows fond of the resourceful refugee, and even the jealous colonel begins to soften toward him. Reaching the Spanish border town of Hendaye where the colonel is to make contact with patriots who will put him aboard a British submarine rendezvousing offshore, Kaye is arrested by the Germans who, in reality, are after the colonel and hope Kaye will lead him into a trap. Hearing of the arrest, the colonel's sense of honor triumphs over his prejudice and jealousy. He goes to Kaye and together they outwit the pursuing Germans and make their way to the escape submarine.

AN ABLE CAST gives excellent support throughout. Francoise Rosay, as a Paris hotel keeper, and Liliane Montevecchi as her barmaid, are engaging. Martita Hunt as a nun who befriends Kaye in flight, Alexander Scourby as a German officer, Ludwig Stossel as a Polish functionary in Paris, and others in lesser roles are fine. Peter Glenville's direction strikes a correct note in the fast-changing proceedings, from apprehension to high comedy, from suspense to sly wit.

"Me and the Colonel" is entertainment which any theatre can be proud to offer. It will please all patrons and it will reward the exhibitor who expends some extra money and effort to get them into his theatre. It is one of Columbia's "Super Seven" releases.

Running time, 109 minutes. General classification. Release, in September.

SHERWIN KANE

'Hunters' to Paramount

Twentieth Century-Fox's "The Hunters" will be the next attraction at the Paramount Theatre here, following the current engagement of the same company's "A Certain Smile."

Powell Screenings Set

Dick Powell, producer-director of 20th Century-Fox's "The Hunters," in his tour this month on behalf of "The Hunters," will host screenings in key areas to which will be invited exhibitors, newsmen and broadcasters drawn from a total of 250 cities. The tour will open on Aug. 18 in Boston, to be followed by visits to Philadelphia, Washington, Chicago and Detroit.

Isaac at I

(*Continued from page 1*)

continue the demand for augme
manpower for Cinerama when o
forms of exhibition use fewer
The decision, he said, is up to
locals.

The 24,000-word report of Ric
Walsh, IA president, which u
political action by the member
in the fall elections, also re
mended adoption of the AFL-
Ethical Practices Code. Action on
is due at a later date.

The convention will also act
demand for opposition to "righ
work" laws and on a demand ca
for the refusal of the alliance to
vene in states where "anti-labor"
are in effect. Eighteen states now
such laws.

Active in Missile Area

Walsh disclosed that the orga
tion, at the guided-missile cente
Cape Canaveral has arranged for
affiliation of cameramen and lab
tory technicians, with contracts on
way.

The convention is expected to
mand full Congressional investiga
of asserted subsidy and tax advan
"schemes" by foreign countries to
production away from Hollywoo
resolution asking such probe was
troduced by the Hollywood cam
men's local.

Kelly, Reynolds Will Produce for 3 Media

From THE DAILY Bureau

HOLLYWOOD, Aug. 5. – G
Kelly and Sheldon Reynolds have
nounced the formation of an or
ization for the production of a
gram to include films, TV and
theatre. The initial film, which t
will co-produce, with Kelly star
and Reynolds directing in Germ
after the first of the year, will
"Lakardis," a story by Jacob Was
man.

F. L. Gibson Rites He

BALTIMORE, Aug. 5.–Fun
services were held this week
Frank Lothian Gibson, Sr., chief
jectionist for all Fruchtman theat
and a veteran of 40 years in this
who died here following a protrac
illness. He is survived by his wid
two sons and a daughter.

The only book that tells you
WHO'S WHO plus
WHAT'S WHAT in
Motion Pictures
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QUIGLEY PUBLICATIONS
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he Fiend Who Walked the West

(CONTINUED FROM PAGE 1)

ıfter his pregnant wife and small daughter. When he learns that s been betrayed and his family left destitute, he turns stool pigeon ives the marshal the names of the others who robbed the bank.

bid for freedom also depends, however, on his helping the law ch a clever criminal whom the rancher had met briefly in jail. This sh murderer has been most careful to leave no clues to his bloody sufficient to convict him in court. When evidence the rancher secures fails to hold up in a trial, his life becomes a nightmare. ıe acquitted "fiend" is now after him, and he can only wait in dread the monster strikes. The story then races tensely toward a show- in which the rancher kills the psychopath in a gun duel.

picture was produced by Herbert B. Swope, Jr., and Gordon las has ably directed a good cast. Hugh O'Brian (TV's "Wyatt) makes a stalwart hero, and Linda Cristal is sympathetic as his Dolores Michaels plays a young woman cruelly mistreated by the ıan, and Stephen McNally is the sheriff.

es the villain really quality as a horror "fiend"? Well, Robert Evans ıis best to make the character gruesome—looking glassy-eyed, screw- his face in all sorts of distortions, and even affecting a Widmark- ıugh once or twice. And his crimes are indeed horrendous. Before cture starts he has driven an Indian girl to suicide. In jail he kills ɔw convict by placing cut glass in his food. He murders an old vith a bow and arrow, shoots her son, and sets fire to their house. nbushes and slays two sheriff's deputies with a rifle. Then he kills rl friend by breaking her neck.

loes one good to watch this "fiend" die in agony at the end.

ng time, 101 minutes. General classification. Release, in August.

RICHARD GERTNER

ƆA Pledges

(Continued from page 1)

in the near future. It is a step is another manifestation of the ship you and Twentieth Cen- ox have long given to our ry.

Will Contact Membership

would like you to know that intends to bring this decision ly to the attention of its mem- and urge that they play this e behind a major exploitation romotion effort. This is the one xhibition can dramatically show upport of your decision—that a film, properly handled under ıl release procedure, can earn than under a restrictive hard- road show policy that would it available only to a limited er of theatres. We shall do all ı our power to get this support our members."

Meet in Cleveland

ed Artists will have another re- l sales meeting this weekend in on to the one set for the south- livision in Atlanta, as reported ɔTION PICTURE DAILY yesterday. ɔther session will be for the East- livision in Cleveland at the Stat- otel.

e Eastern division is headed by Goldhammer.

b' Here Aug. 14

G-M's "The Reluctant Debu- " will open at Radio City Music Thursday, Aug. 14.

'Never Love' to Bow In Niagara Falls Friday

Special to THE DAILY

NIAGARA FALLS, N. Y., Aug. 5— This town, which is celebrating its international fame as a honeymoon area, will be the scene of a gala world premiere Friday night for Allied Artists' "Never Love a Stranger." The picture will open at the Strand Theatre. Civic leaders and others have cooperated in arrangements for a parade and other festivities to celebrate jointly the premiere and the town's fame. Guest of honor will be Harold Robbins, who produced the film in addition to writing the screenplay from his own novel.

The celebration will be covered by newspapers, radio and television with Robbins being interviewed by all media.

Representing Allied Artists in the arrangements are Harry Goldstein, eastern exploitation chief, and Edward Gollin, publicist for Robbins.

Protests Venice Award To Biblical 'Satire' Film

Special to THE DAILY

VATICAN CITY, Aug. 3. (By Air Mail).—The Vatican City daily, L'Osservatore Romano, has strongly protested the awarding of a prize by the Venice international exhibit of documentary films to the Czechoslovakian animated cartoon, "Creation of the World," which, it charges, satirizes the Biblical story of creation.

L'Osservatore's editorial said the cartoon, made by Edouard Hofman of Czechoslovakia, is "a grotesque satirizing of Sacred Scripture."

Television Today

NTA, BBC Sign Deal For 39-Week Series

National Telefilm Associates, Inc., and the British Broadcasting Corporation have entered into a co-production deal for "The Third Man," to star James Mason, in a 39-week television series, it was announced jointly yesterday here and in London by Oliver A. Unger, president of NTA, and Gerald Beadle, director of television for BBC.

Twenty episodes will be shot in Hollywood with the remaining 19 segments shooting on location in England.

Abrahams to Supervise

Mort Abrahams, director of creative programming for NTA, will supervise the entire series. Currently, Abrahams is negotiating with Felix Jackson to produce "The Third Man." Jackson has produced such well known TV series as "Studio One" and "Schlitz Playhouse."

Shooting on the new series will start in November, 1958, and will be on the air in October, 1959. The 39 programs will be completed by July, 1959. The series will mark the debut of the BBC into the field of commercial television.

RKO Forms Company To Sell TV Properties

The formation of Show Corporation of American, a new company whose primary function will be the further development and sale of all properties currently owned or distributed by RKO Television, was announced jointly yesterday by Thomas F. O'Neil, president of RKO Teleradio Pictures, Inc., and Robert Manby, former RKO vice-president, who leaves to head the new independent operation.

RKO TV's executive personnel will move to the new company intact, it was stated. Principals in the new firm will include Peter Robeck, Nathan Keats, Fred Schneier, William Finkeldey and Max Bradbard.

Long range aims of the company envision the development of new properties, it was pointed out.

One Man's TViews

By Pinky Herman

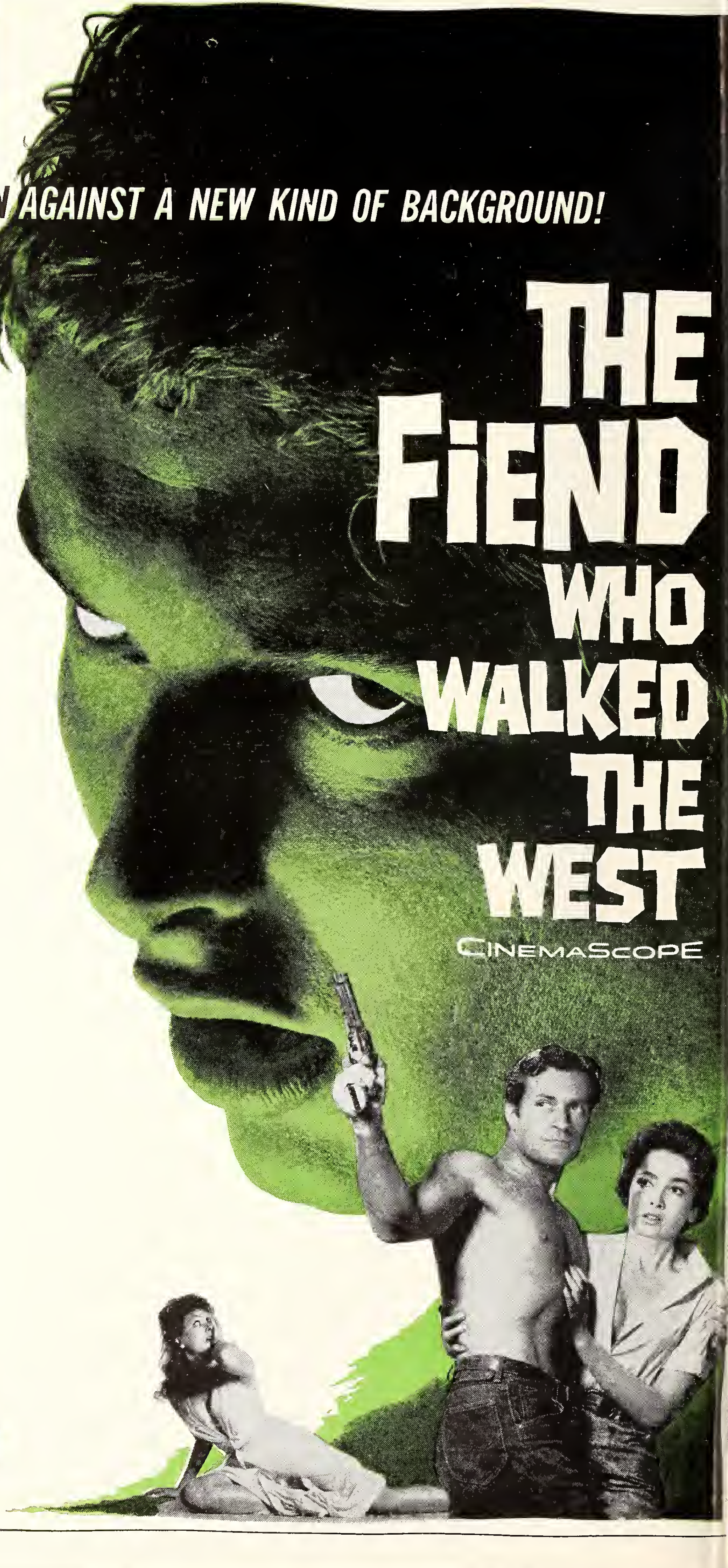
"THIS marks a new era in the history of television and we're proud of our association with this new development," says John J. Cole, president of Guild Films. J.J.C. was referring to a deal just concluded between Guild and KTTV, owned by the Los Angeles Times which calls for the video-tape production (Ampex) of 52 full-hour presentations of the very popular "Divorce Court" series for national syndication. First station to make a deal for the video tape syndication type of programming is WPIX, owned by the New York News and "Divorce Court" is skedded for a debut in October. . . . They say that "position is everything in life." And what a wonderful position it must be, holding negotiations for the skedding of a program on a yacht. Such is the locale, aboard the Evinrude Yacht, anchored in the Hudson River and the scene of huddling between Charles Wick, producer of "The Frances Langford Show" (Splendex Enterprises) and a top network figure. The one-hour all color filmed spectacular, film, in addition to the lark, also features Bob Hope, Hugh (Wyatt Earp) O'Brian, Julie London, George Sanders, Edgar Bergen, 4 Freshmen, Tony Romano, Bobby Troup and Murray McEachern. . . . Because he believes that "imaginative, locally-produced TV commercials can sell good movies" (unquote) Philip Keough, gen. mgr. of the Cooper Foundation Theatres (Omaha-Council Bluffs Area) has signed for a 52-week saturation spot campaign over KMTV in Omaha. In a recent TV campaign on this station, the theatre circuit's results with pictures including "Proud Rebel" and "Tarzan's Fight For Life," were 75 per cent greater at the box office than was anticipated on the strength of the films' grosses in other cities.

☆ ☆ ☆

A Bermuda Short(s) Story:—On a recent "Jack Paar Show," announcer Hugh Downs gave out the news that Rudy Vallee was to be a featured guest the following night. Somewhere the signals were snafued and Rudy did not appear the next night at all. Two weeks later, Hugh flew down to Bermuda for a short vacation and at the Club Inderurie there, caught Vallee's act and asked Rudy "whahoppen?" Replied the former Vagabond Lover, "I Heard that rumor myself, if you'll paardon the expression."

SOON

A NEW KIND OF SENSATION AGAINST A NEW KIND OF BACKGROUND!

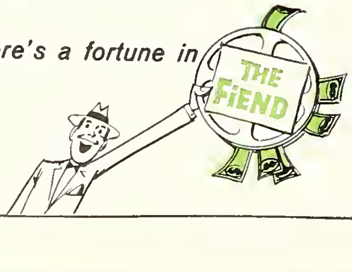


THE FIEND WHO WALKED THE WEST

CINEMASCOPE

ANOTHER HIGH BOXOFFICE "FLY"ER FROM 20TH!

there's a fortune in



All
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That
s News

MOTION PICTURE DAILY

Concise
and
to the
Point

84, NO. 27 NEW YORK, U.S.A., THURSDAY, AUGUST 7, 1958 TEN CENTS

l Tentative

nate Action n Tax Bill en Monday

ks Sure to Come Up Before Adjournment

By J. A. OTTEN

SHINGTON, Aug. 6. – Senate cratic leaders have tentatively uled Senate floor action early week, possibly Monday, on the tax bill with the admissions lief amendment.

ance committee chairman Byrd Va.) said majority leader John- ad notified him that the Senate l take up another big tax revi- ill on Monday, and would pro- to the excise bill as soon as it

(*Continued on page* 2)

ate, House Agree Trade Extension

From THE DAILY Bureau

SHINGTON, Aug. 6.–Senate- e conferees reached agreement compromise four-year extension e reciprocal trade program.

e bill, which is certain to be ac- d happily by the Administration, d give the president authority to iate between now and June for up to 20 per cent of addi-

(*Continued on page* 2)

lustry Leaders Laud troit Hospital Drive

Special to THE DAILY

TROIT, Aug. 6. – High tribute paid today to exhibitors of this for their efforts in behalf of the Rogers Memorial Hospital by ng national executives of the in- y who are also active in the

(*Continued on page* 4)

elevision Today Page 5

All Industry Members Are Welcome at D.C. Briefing

From THE DAILY Bureau

WASHINGTON, Aug. 6. – Turner Shelton, U.S. Information Agency film chief, emphasized that all members of the motion picture industry are welcome to attend the briefing he and Motion Picture Association president Eric Johnston will give here later this month on the coming Russian film negotiations. The briefing will be held at 2:30 P.M., Aug. 21, in Room 4104 of the Department of State.

Senate Group Approves Small Business Bill

From THE DAILY Bureau

WASHINGTON, Aug. 6. – The Senate finance committee today approved a $250,000,000 small business tax relief bill, not too much different from the House-passed version. As passed by the House, the bill would permit firms to deduct the first year 20 per cent of their new investment in used or new machinery, fixtures, or other "tangible personal property." This excludes real-estate. The Senate added a provision to permit firms to also use for up to $50,000 of used

(*Continued on page* 2)

Gulf Unit Hears Adams; Reelects Top Officers

Special to THE DAILY

NEW ORLEANS, Aug. 6. – Now is the time for exhibitors to raise their voices in unison to combat operational problems, unfair terms for films and scarcity of quality product, it was stated here today by Horace Adams, president of Allied States As-

(*Continued on page* 4)

Sees Job Taking 12 Months

Urges New Campaign For Anti-Toll TV Bill

Harling Calls for Exhibition Grass-Roots Aid in Drive for 'Fool-Proof' Legislation

A new campaign to obtain a national legislative bill sufficiently strong to prohibit "for all times" the use of the air waves for toll television was called for yesterday by Philip F. Harling, co-chairman of the Joint Committee on Toll-TV, in a special bulletin issued to its members by the Theatre Owners of America. The new drive is required, Harling said, because many of the bills to ban toll-TV already prepared and introduced in both houses of Congress "appear unlikely to stand the test of court action in their present form."

There are three requisites for the new bill, Harling said. First, it must meet with an overwhelming majority of approval in Congress. Secondly, it must be acceptable also to the commercial television industry ("which has as much at stake in combating toll-TV as the film industry"), to our own industry, and to the public. Thirdly, it must be fool-proof against the legal, technical and Constitu-

(*Continued on page* 5)

Jack Warner's Condition Reported Improving

Jack L. Warner, president of Warner Bros., continued to make progress toward recovery yesterday from injuries received in an automobile accident near Cannes, France, early Tuesday, according to word received yesterday by the Warner home office.

The executive's principal injuries

(*Continued on page* 4)

Benjamin Sherman Now ABC Vending Chairman

Benjamin Sherman has been named chairman and chief executive officer of ABC Vending Corp., succeeding Charles L. O'Reilly, it was announced by the company yesterday. O'Reilly was named honorary chairman of the company.

Both O'Reilly and Sherman were founders of Sanitary Automatic Co., which was merged into ABC Vending in 1947. Sherman heretofore has been executive vice-president. A substan-

(*Continued on page* 5)

Theatre Business Throughout Texas Reported Up from 15 to 20 Per Cent Over '57 Figures

Special to THE DAILY

HOUSTON, Tex., Aug. 6.–An upsurge in business at both indoor theatres and drive-ins has been reported throughout Texas. In some cases it is from 15 to 20 per cent over the figures for 1957.

Strong product is credited for the rise in addition to a number of unusually potent ticket-selling campaigns by local exhibitors. In the bigger cities, particularly, the combination of fine attractions and maximum promotional efforts has chalked up some whopping grosses.

'Ten' Foreign Gross at $5,000,000 in 9 Mos.

The foreign gross for "The Ten Commandments" has reached the equivalent of $5,000,000 (in U. S. dollars) in only nine months since the first foreign opening in Italy, it was announced here yesterday by James E. Perkins, president of Paramount International Films, Inc.

Special engagements of the pic-

(*Continued on page* 5)

Walsh Pledges IATSE To Honesty, Integrity

Special to THE DAILY

ST. LOUIS, Aug. 6. – Honesty and integrity; these are the watchwords by which the International Alliance of Theatrical Stage Employees will be guided in all its relations with the industry, it was emphasized today

(*Continued on page* 5)

PERSONAL MENTION

GRANT LEENHOUTS, Cinerama vice-president in charge of production, will leave New York later this month for Hollywood.

•

ILYA LOPERT, president of Lopert Films, and MRS. LOPERT, will leave New York aboard the "United States" tomorrow for Europe.

•

GREGORY PECK, star and co-producer of "The Big Country" for United Artists, will arrive in New York on Sunday from the Coast.

•

EDWARD LEWIS, producer, will leave Hollywood today for London.

•

JOAN CRAWFORD and her husband, ALFRED STEELE, president of the Pepsi-Cola Corp., returned to New York yesterday aboard the "United States" from Europe.

•

ARTHUR FREED, producer, has arrived in New York from Hollywood.

•

JOHN OSBORNE and ANTHONY RICHARDSON, British script writer and director, respectively, will return to London from New York today via B.O.A.C.

Senate and House

(*Continued from page* 1)

tional tariff cuts, and to put the cuts into effect any time up until June 1966. The Administration had asked a five-year, 25 per cent extension, and the House had okayed this, but the Senate had cut this to three years and 15 per cent. Film industry leaders have been among the key backers of the trade program.

Roskin Joining H-H-L

Sheldon Roskin will join the Hecht-Hill-Lancaster publicity office here on Monday, it was announced yesterday by Bernard M. Kamber, H-H-L advertising-publicity chief. Roskin has been a member of the Columbia Pictures publicity department handling magazines, syndicates, newspapers and exploitation assignments. His first assignments for H-H-L will be "Separate Tables" and "The Devil's Disciple," to be released by United Artists.

Howard Leaves Lesser

HOLLYWOOD, Aug. 6. – P. F. "Sandy" Howard has resigned his position with Sol Lesser productions, it was announced today by Sy Weintraub, president of the firm.

Make 10 Magnetic Prints Of UA's 'Big Country'

United Artists will provide magnetic prints of William Wyler's "The Big Country" to the extent of ten, it was learned here yesterday. The remainder will be optical. The magnetic prints include material for the surround speakers.

Senate Group

(*Continued from page* 1)

equipment annually the same faster depreciation rules provided by the 1954 tax law for new equipment.

The finance committee tightened up a House provision that would have permitted firms to carry back a third year any operating loss. It said this would be available only up to $50,000, in contrast to the unlimited privilege in the House bill.

The committee made only minor changes in House provisions to ease the estate tax treatment on closely-held estates, permit the accumulation of larger amounts of earnings in closely-held businesses, and treat more liberally investment losses in small firms.

Finance committee chairman Byrd said the bill had the "strong endorsement" of the Treasury and would pass the Senate next week.

Hearing Set on Charge Against S.L.C Theatre

Special to THE DAILY

SALT LAKE CITY, Aug. 6.—A public hearing has been set for Aug. 19 on the city commission's order closing the State Theatre here on the charge of Police Chief W. Cleon Skousen that the theatre was not cooperating in keeping undesirables from molesting patrons. The closing order was set aside pending the hearing on application of attorneys for the theatre to the commission.

Senate Action

(*Continued from page* 1)

finished that one. This could be late Monday or could be later in the week. It now seems certain, however, that the bill will be reached before adjournment.

Would Be in Effect Jan. 1

The bill would make the first $1 of admission charges tax-free; at present, tickets costing 90 cents or less are tax-free, while those costing over 90 cents are fully taxable. The change would be effective January 1, if the bill should become law in its present form.

The scheduling of Senate floor action was likely to induce the Council of Motion Picture Organizations and other industry groups to step up their pressure both on the Senate generally as well as on the likely House conferees.

Suggests 20 Per Cent Tax on Tickets from $1 to $2

A suggestion that theatre admission prices from $1.01 to $2 be taxed 20 per cent and admissions over $2 be taxed 10 per cent is contained in a letter sent to Sen. Jacob K. Javits (N. Y.) and made public here yesterday by Paul Behrke, former Skouras Theatres film buyer. Behrke said he made the suggestion because he feared the Treasury's opposition to the Sen. Kerr (Okla.) amendment eliminating the tax up to $1 and continuing the 10 per cent tax on admissions over that amount would be fatal, eliminating all chance of relief at this time.

His proposal would cost the Treasury so much less, Behrke said, it could not "conscionably oppose" it.

'Vikings' Still Strong

"The Vikings" grossed approximately $10,000 more in its eighth week than in the preceding seven days at the Astor Theatre here, bringing the eighth-week figure to $31,000, United Artists reported.

Drink your tomato juice before it clots!

COMPLIMENTS OF THE FIEND WHO WALKED THE WEST

A new kind of thrill sensation against a new kind of background!

. . . NEW ROUNDU

Segment Heads for NAC

James O. Hoover, of Martin tres of Georgia, Columbus, has named program chairman o Theatre, Concessionaire and Au tic Merchandiser Operator se of the annual convention of th tional Association of Concessio to be held Oct. 21-25 at the Americana, Miami Beach. H. B ford, of Princeton Farms, Prin Ind., will direct the Popcorn P sor, Jobber and Merchandiser ment.

■

To Show 'Country' in Da

Some 250 exhibitors from and other parts of Texas have invited to a screening of Unite ists' "The Big Country" on the ing of Aug. 12 at the Palace T in Dallas. The film will start i at that house on Aug. 21.

■

Hillman Wins Trip Abro

Irving Hillman, manager o Roger Sherman Theatre, New H Conn., is the winner of the S Warner circuit's merchandising c which gives him and Mrs. Hill two-week holiday in England as of A.B.C. Theatres there.

■

Ohio First-Runs in Incre

Columbus, Ohio, neighbo theatres and Franklin County ins have been showing an incre number of first-run features in weeks, including "I Marrie Woman," "Cry Baby Killer," Car Girl," "Hell Drivers," Without a Face" and others.

■

Atlantic City Greets 'Ede

Universal - International's Wind in Eden," which had its premiere yesterday at the H circuit's Warren Theatre in At City, N. J., grossed $3,200 fo day, U-I reported.

Up Regulatory Fund

WASHINGTON, Aug. 6. – House voted an additional $60,00 the House commerce subcomm investigating Federal regulatory cies to carry on its hearings and i tigations after Congress adjourns

MOTION PICTURE DAILY. Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Floyd E. Photo Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager. TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, V Canby, Eastern Editors. Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; Telephone HOllywood 7-2145; Washington, J. A. Otten, National Press Club, ington, D. C.; London Bureau, 4, Bear St. Leicester Square, W. 2. Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents i principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rock Center. New York 20, Telephone CIrcle 7-3100. Cable address: "Quigpubco. New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice- dent and Treasury; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 times a as a section of Motion Picture Herald; Television Today, published daily as a part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fame. Entered as s class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign. Single copies

Announcing

MOTION PICTURE HERALD'S NEW EDITORIAL POLICY

IN ORDER to provide an even better service to its readers in all branches of the industry, MOTION PICTURE HERALD is adopting a new and expanded editorial policy. The new policy is designed to meet effectively the new conditions that have evolved in industry operations.

Henceforth primary emphasis will be on product, product merchandising and product presentation in the theatres.

Today more than ever conditions of the entertainment market require expert selection of story material by producers, and dedicated creative efforts to make the best pictures. With this done the next imperative and equally important step must be taken in enthusiastic merchandising by producer, distributor and exhibitor working as a team. Only in this way can theatrical films, under the conditions that prevail, reach their full audience potential. To this end the new HERALD policy is devoted.

No creative efforts by producers or merchandising by distributors are of ultimate value unless every major picture is *well-sold at the local level* and presented to the public *with technical excellence in attractive surroundings.* The new HERALD policy will render effective, practical aid for the accomplishment of this purpose.

¶ Keyed to the New Conditions

The HERALD—after forty-three years of leadership in its field, in the course of which it originated every principal departmental activity in the trade press—re-dedicates itself to advancing the best in creative, merchandising and exhibition activities in order that the theatrical motion picture may maintain and enhance its position as the best form of public entertainment.

The HERALD will retain the many service departments which have so well served the needs of readers. Each will fulfill its function better as part of the new formula that will deal realistically with the new conditions of the business.

The HERALD will regularly feature by-line articles by members of every branch of the industry who have something to contribute to improved production, distribution, exhibition, merchandising and industry public relations. It will adapt to motion picture merchandising the latest and best selling techniques of American business.

¶ Greater Coverage of Product

News developments will be presented in a concise format for more convenient and speedy reading. Trends and developments will be dealt with, but with no subordination of the primary requirements of *product merchandising* at levels of both distribution and exhibition.

Readers will have an opportunity to follow closer than ever all phases of production and merchandising of those pictures which show promise of being vital to the well-being of the industry—pictures of the type upon which the future of the industry in production, distribution and exhibition depends.

With the most experienced and expert motion picture business journal staff in the world, the HERALD will be more of a practical working tool than ever before for those who seek a better today and tomorrow for the theatrical motion picture.

The HERALD, after more than four decades as the trail-blazer of the industry press, now enters upon a new and progressive editorial program calculated to deal with the industry requirements of *today,* thus making it more than ever the showmanship bible for the exhibitor, distributor, merchandising specialist, technician and producer.

MARTIN QUIGLEY

National Pre-Selling

WHEN Pete Martin interviewed Danny Kaye at his home in Beverly Hills for an article appearing in the Aug. 9 issue of "The Saturday Evening Post," Danny offered Pete some refreshments. "Put some cheese on first," said Danny, "then the smoked salmon." "On this bread?" asked Pete. "Bread," exclaimed Danny, in horror, "that's a bagel. It bears no relation to bread. There is an old joke that calls a bagel, a doughnut dipped in cement."

A considerable portion of the latter part of the interview is given over to Danny's most recent film, Columbia's "Me and the Colonel."

•

A Kapralik caricature of Gary Cooper, Julie London and Lee J. Cobb, stars of the UA release "Man of the West," will appear in full color on the front cover of Pictorial Review's Sept. 28 issue.

•

The Ladds, Lewises and Mitchums were selected by "Life" for a father-and-son story which appeared in the Aug. 4 issue. The article is based on three films in which each father appeared with his son.

In "Proud Rebel" David Ladd, age 10, plays the son of his father. David portrays a mute who lost his speech during the Civil War, and rides across the country with his father and a dog looking for a doctor to cure him. David went to a deaf-mute school to learn the sign language.

Jerry Lewis sings a duet with his 13-year-old son Gary in "Rock-A-Bye Baby." And Robert Mitchum's son Jim, 16, plays his father's younger brother in "Thunder Road."

•

Elizabeth Taylor, star of "Cat on A Hot Tin Roof" will appear on the color cover of "Parade's" Aug. 10 issue.

Lloyd Shearer has written an article appearing in the same issue about this M-G-M star, whose new film, "Cat on A Hot Tin Roof," will have its New York premiere at Radio City Music Hall.

•

The upbeat review on Kingsley's "The Man in The Raincoat" in the July 21 issue of "Newsweek" is summed up with this line "see Fernandel's Paris and die-laughing."

•

A photo of Pat Boone giving a piggy-back ride to one of his daughters appears on the front cover of "Look's" Aug. 5 issue in full color. A pictorial story about Pat, his wife, and four daughters titled "All American Boy" appears in the same issue. In this article there are photos made on location for his new film "Mardi Gras," made at the Virginia Military Institute in Virginia. This picture will be released during the Christmas Holidays.

"Look" says "Pat drives for perfection—quietly but relentlessly." "This drive always manages to crop out, in a gentle way. When Jack Spina, his personal manager, handed him a letter that contained Boone's final grade on a Columbia University exam, Boone opened the letter and read it, then frowned and handed it back. Spina read it and said 'What's wrong? You got an A minus.' 'But why the minus?' Boone asked."

•

Don Hartman's "The Matchmaker," starring Shirley Booth and Anthony Perkins, has been selected the picture of the month for August by "Seventeen."

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Jack Warner

(*Continued from page* 1)

were described as a simple fracture of the skull and several broken ribs. Attending physicians said barring unforeseen complications Warner should be able to leave Broussailles Hospital in Cannes in two to three weeks.

Warner, driving his own car, had been thrown to the pavement in a collision with a truck while en route to his Riviera summer home where he was vacationing.

'Orchid', 'Acre' Official U.S. Films at Venice

The official U. S. entry at the 1958 Venice Film Festival will be Paramount's "The Black Orchid," the Motion Picture Export Assocaition announced yesterday. Also invited to participate is United Artists' "God's Little Acre," which, along with the Paramount film, will compete for the Golden Lion of St. Mark.

UA said yesterday that Stanley Kramer's "The Defiant Ones" will be shown at Venice out of competition. One of the British entries will be "The Horse's Mouth," which UA is releasing.

Whipper Quits 'Porgy'

HOLLYWOOD, Aug. 6. — Leigh Whipper, president of the Negro Actors Guild of America, and an original member of 1927 Rouben Mamoulian—Theatre Guild production of "Porgy and Bess," issued a statement to press at a conference today in the Hollywood Brown Derby that he left the cast of Goldwyn's "Porgy and Bess" Friday by mutual consent, because he "doesn't know anyone who knows more about 'Porgy' than Mamoulian."

He further stated that he would not work with any director other than Mamoulian on this film.

REVIEW:

Curse of the Faceless Man

United Artists

This enters the field of horror, now perhaps becoming a trifle too crowded—with boldness and clarity, and its distributor should be confident it not only has an audience but won't let it down. It has a script which logically develops its thesis, and actors who for the most part give reality to the pseudo-scientific jargon so necessary to these fantastics, and conviction to situations basically ridiculous. Addicts will feel satisfied, and so may others who may temporarily suspend logic.

For both groups, the suspense is tangible, as the faceless man starts groping.

In Jerome Bixby's script, which producer Robert Kent and director Edward Cahn adorned with a narrator and hence a semi-documentary air—an excavator at Pompeii unearths a man of stone, who when taken to Naples Museum promptly starts deviltry. Faceless and frozen by his casing of stone, dead by all scientific appraisal, he yet lives; and, moved by motives mysterious, first murders the driver taking him to the museum and then a museum guard. The scientists who are first skeptical and then terrified, and who then bring in police, are Richard Anderson, American skin cell specialist; Luis Van Rooten, curator; Adele Mara, his daughter, also a "scientist"; and Felix Lochler, another such.

They learn the motivation of the faceless man: he's searching for his lost 2,000-year-old love; he must save her from the roaring volcano Vesuvius, by plunging with her into the sea.

Reincarnation enters here: Anderson's fiancee, American artist Elaine Edwards, has insights and recognitions of the dreadful days of Pompeii's destruction; she dreams of the man of stone seeking her; she is, indeed, his lost love. And he, who 2,000 years ago was the renowned gladiator Quintullus Maximus, leaves the museum—and a tangle of bodies and wreckage—for her apartment. Blind but seer, he finds it, and heads for the sea, and none can stop him, even with bullets. The sea resolves the problem of all horror pictures—how to exorcise or destroy a monster—by dissolving him in a cloud of steam.

Running time, 66 minutes. General classification. Release, in August.

FLOYD STONE

Gulf States Meet

(*Continued from page* 1)

sociation, at the convention of Allied Theatre Owners of the Gulf States. The speaker was particularly caustic in his references to rental rates for the so-called "block-busters" now in distribution.

The delegates reelected Abe Berenson president, F. G. Prat, Jr., vice-president and Ed Ortte treasurer.

Eugene T. Calongne was elected new secretary of the organization, succeeding E. R. Sellers.

Rogers Dri

(*Continued from page* 1)

affairs of the hospital at Saranac
N. Y. The occasion was a lun
held here at the Hotel Sheraton
lac, attended by more than 20
figures in the film industry o
area.

Among the speakers were N
Depinet, hospital executive chai
Abe Montague, hospital presider
vice-president of Columbia Pic
Si Fabian, president of Stanley
ner Theatres; Robert J. O'Do
hospital director and vice-presid
the Interstate Circuit, Dallas; J
Velde, general sales manage
United Artists, and Edward Sh
of the Will Rogers Memorial Ho

Nation's Strongest, Says Depi

Depinet, alluding to the drive
for hospital funds, referred to
the strongest in the country. He
that in four years he has heard
jections to theatre collections
exhibitors of the area.

Montague also paid high trib
the progress of the drive an
results obtained.

The sponsoring committee was
posed of Harold Brown, pres
United Detroit Theatres; Mon
Gowthorpe, president W. S. B
field Theatres; Adolph and
Goldberg, Community Theatres;
Wisper, Wisper & Wetsman;
London, exhibitor and pres
Michigan Allied, and Carl S
division manager, Columbia Pic

Will Rogers Hospital Supporters On the Increase in Chicago Are

CHICAGO, Aug. 6. — The ma
of exhibitors of this area have pl
support to the audience colle
for the Will Rogers Memorial
pital as well as the Christmas
for the same cause, it was anno
here following a highly succ
meeting held for the purpose
ganizing the campaign. Promising
port, it was pointed out, were
theatremen who had previously
absent from the ranks of those
in the drive.

Among those present today
who predicted success of the
paign were Jack Kirsch, preside
Illinois Allied, and David W
stein, vice-president of Balab
Katz. Alex Harrison, general
manager of 20th Century-Fox
tended from New York.

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elevision Today

ll-TV Bill

(*Continued from page* 1)
ttacks which are certain to be against it by the proponents V.

s entirely possible," Harling d, "that legislation could be which might not only control through the air, but also V as well, which would utilize carrier and coaxial cable and e fall outside FCC jurisdic- e question of whether cable- a public utility and would e come under the supervision trol of a national or state pub- ce agency has as yet not been ed. In fact, there has not ny determination concerning t status of either toll or cable n."

Wants a United Front

g urged exhibitors to join in the campaign for a new bill and said it will take 12 to do the job. "If there has n a change of heart," he add- d if there is sincerity in ex- s belief that toll-TV should ed, now is the time for the r organizations to furnish the ots help and the support to the Joint Committee on Toll- nish the job."

committee co-chairman point- that the campaign will entail by the best legal television nstitutional authorities avail- draft the desired legislation. rough a coordinated exhibi- npaign, he said, can Congress ressed with the necessity and r such a law.

ailed report outlining the cam- s now being drafted for sub- to the board of directors of or their consideration at a on Oct. 20 in Miami Beach, the group's eleventh annual ion.

ont, Jr. Resigns As of TV, Radio Corp.

B. Du Mont, Jr., announced ay that he has resigned as vice- nt of Du Mont Television and Corp., which company was es- d July 1, 1958, following the Allen B. Du Mont Labora- Inc., of its television and high phonograph business to Em- Radio and Phonograph Corp. in Abrams is president of Em- and of the newly formed Du Television and Radio Corp.

nnouncing his resignation, Du stated that personal problems it impossible for him to con- he full time direction of mar- of Du Mont television receiv- d high fidelity phonographs. ted that he will be available ams as a consultant on sales ns relating to Du Mont con- products.

Personnel Changes Announced by ABC

Personnel reassignments and installation of new equipment in the ABC Television station clearance department, to effect improved service for ABC-TV affiliates, were announced by Donald S. Shaw, Jr., director of TV station clearance.

The ABC-TV cooperative programs department, headed by Theodore Grant and formerly responsible to the program department, will become a part of the station clearance department.

Sullivan Assigned

John Sullivan of station clearance has been assigned to be account representative for commercial shows, responsible for clearing all Monday-through-Friday daytime programs before 5 P.M.

An IBM Cardatype unit has been installed to speed the internal flow of clearance data to other ABC Television departments. The new unit will be under the supervision of Harold Geary, who will be assisted by Stuart Ullman.

Appoint Pamental

George E. Pamental has been appointed sales account executive for WABC-TV, it was announced by Joseph Stamler, WABC-TV sales manager. The appointment was effective yesterday. Pamental joins WABC-TV after nearly three years as account executive for WOR-TV. Prior to that, from 1952 to 1955, he served NBC-TV spot sales as an account executive, and for eight years, from 1944 to 1952, was media buyer for Fletcher D. Richards, Inc.

John Daly Named

ABC News Chief John Daly has been named radio-television chairman for the sight-saving month campaign of the National Society for the Prevention of Blindness. September will be marked as sight-saving month.

Daly, who also served as Radio-TV chairman in 1956, will contact individual program directors at stations throughout the country, to set up public service announcements for sight-saving month.

'Ten' Foreign Gross

(*Continued from page* 1)
ture to date have been held in 20 different countries and 70 different cities abroad, Perkins said. Thirty engagements are currently in progress, among them the following: Plaza Theatre, London, 37th week; Paramount Theatre, Paris, 28 week; Regal Cinema, Bombay, 28th week; Piccadilly Theatre, Tokyo, 21st week; Namba Daigekijo, Osaka, 15th week; Etoile Theatre, Brussels, 15th week; Prince Edward Theatre, Sydney, 22nd week.

Walsh Pledge

(*Continued from page* 1)
by Richard Walsh, president of the organization, speaking at its 44th annual convention now in progress here.

Walsh's talk was heard as the convention swung into consideration of a mass of resolutions. It is hoped that the conclave can be completed by tomorrow night.

Applause led by Walsh greeted the optimistic statement by Merle Chamberlin, of the M-G-M studios, who said, "As far as M-G-M is concerned, under the dynamic and fighting leadership of Joe Vogel, we are serving notice on anyone who cares to listen, that this great old motion picture industry is not dying, or fading away. It is going to fight right back, and we are going to be on top again."

Cites Forthcoming Product

Chamberlin preceded this statement with a discussion of various release print methods tailored for individual pictures and the disclosure that M-G-M has 33 pictures from pre-production to laboratory and shipping stage in Hollywood.

Walsh followed Chamberlin's remarks with the comment: "I hope the press will pick up your statement that this industry is not dead or dying, or walking around standing up dead. I think we have passed the worst of the industry's troubles."

Sherman-O'Reilly

(*Continued from page* 1)
tial part of ABC Vending's business is with theatre concessions. O'Reilly, widely known in the industry, was president of the old MPTO of New York and of the Theatre Owners Chamber of Commerce of N. Y. before forming Sanitary Automatic.

PEOPLE

Chick Evens, 20th Century-Fox Central division exploitation manager, on Aug. 12 will address the convention of the Pioneer Circuit in Cleveland. He will discuss the role of the publicity man in the field and his work with the exhibitor.

Jonas Rosenfield, Jr., Columbia Pictures executive in charge of advertising-publicity, will conduct a seminar for circuit executives and theatre managers under the title "The Merchandising Problems of Small Theatres."

☐

John Downing, formerly manager in Boston for Republic Pictures, has joined Embassy Pictures Corp. there as office manager and head accountant.

☐

Addie Gottschalk, who had been branch manager in Philadelphia for Distributors Corp. of America, has succeeded Stanley Smithers as office manager for Columbia Pictures in that city.

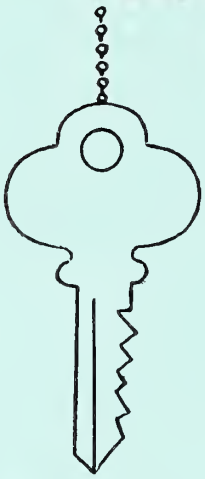
☐

Sylvia White, formerly with Allied Artists, has been appointed by ATA Trading Corp. to direct its sales for the Far East, Middle East and African territories. ATA is exclusive distributor for American International Pictures.

☐

Jim Bolus, formerly sales representative for Republic Pictures in the Atlanta territory, has joined the booking department of Columbia Pictures there.

OUT OF THE FIRST 56 IMPORTANT KEY CITY ENGAGEMENTS OF COLUMBIA'S "THE KEY"... THERE HAVE BEEN 52 HOLD-OVERS and 4 MOVE-OVERS!



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vass Members

B Executive oup Seeking d-week Meet

e for Late September t of Radio Campaign

neeting of the executive com- of the all-industry business- ıg campaign is being sought for iddle of next week by co-chair- A. Montague and Ernest Stel- o reappraise its status and per- set a new date for the start of ıdio promotion campaign, pre- scheduled for Sept. 1.

ct date of the executive com- meeting will be set on com- n of a canvass of members now ogress to determine the number will be available on the midweek er dates, should a delay be nec-.

npaign officials are hopeful that starting date in the latter half

(*Continued on page* 4)

roit B-B Campaign iieving Big Success

Special to THE DAILY

TROIT, Aug. 7. – The Metro- n Exhibitors of Detroit, the b-b representing 75 theatres and ıajority of business in the indus- ere, has issued a tabloid for the containing 21 photographs and ngs and highlights of achieve- this far. The campaign is based ie slogan, "Develop an outgoing nality. Go out to a movie ght."

e pamphlet states that with "up

(*Continued on page* 4)

M Seeks Agreement Recorded Music

e American Federation of Musi- is seeking an agreement on ded music, especially tape rec- gs, at a world conference of musicians to be held at Zurich, zerland August 15-16. The nego- ns have been underway for some Sixteen countries are expected ttend.

anley L. Ballard, a member of

(*Continued on page* 4)

Anglo-U.S. Remittance Talks Set Sept. 30

From THE DAILY Bureau

LONDON, Aug. 7. – Negotiations for renewal of the Anglo-American monetary agreement governing the British earnings of American films will be held in Washington on Sept. 30, it was announced here today. Sir Frank Lee, permanent under-secretary of the Board of Trade, will again head the negotiating team for the British government following his attendance at the Commonwealth Economic Conference in Montreal on Sept. 15.

Lung Complications Stay Warner Recovery

Unexpected "pulmonary complications" of a serious nature aggravated the condition yesterday of Jack L. Warner, president of Warner Bros., according to word received here.

Dr. Jean Marion, an attending physician at Broussailles Hospital in Cannes, France, where Warner was taken following an automobile accident early Tuesday, was quoted as saying that improvement continues as far as the earlier reported skull fracture is concerned, but that the lung condition is cause for worry. Earlier, it was reported that Warner also had suffered several broken ribs.

REVIEW:

The Big Country

Anthony-Worldwide

United Artists

THERE IS good news for the trade this morning: William Wyler's "The Big Country" is everything it had a right to expect from the formidable array of talents involved. Wyler was director, of course, and also co-producer with Gregory Peck. The latter starred in a cast well-noted for outstanding ability—Jean Simmons, Carroll Baker, Charlton Heston, Burl Ives, and Charles Bickford. Jessamyn West (who wrote "Friendly Persuasion") and Robert Wyler adapted the novel of Donald Hamilton, which was then made into a screen play by James R. Webb, Sy Bartlett, and Robert Wilder.

Together these artists have created a stirring and memorable epic of the Old West—the best picture on that theme to appear since "Shane."

Stamped all over this film is the craftsmanship of Wyler, who is one of Hollywood's giants, with a brilliant directorial record that includes "Dead End," "Wuthering Heights," "The Little Foxes," "The Best Years of Our Lives," and "Friendly Persuasion." The epics of other men on the screen may sprawl, as epics tend inevitably to do, but Wyler has kept a firm hand on this one. He never forgets that his primary function is to tell the audience a story as clearly and persuasively as possible. At the same time he subtly brings out all the implications of the various conflicts of the characters with each other.

The central issue in "The Big Country" is stated early. The story is to deal in a fresh and illuminating way with one of the great themes of the west—the struggle for control of the land. Two elderly men own

(*Continued on page* 6)

Convention Closes

IA Tables Plea For Probe of Filming O'Seas

Also Rejects Strike Plan; Walsh Reelected, Lauded

Special to THE DAILY

ST. LOUIS, Aug. 7. – The International Alliance of Theatrical Stage Employees, at the closing session of its convention here today, voted to defer action on a Hollywood resolution which called for an appeal to Congress to investigate "runaway production schemes" whereby American producers are making their films beyond the borders of the U.S.

The resolution, which was supported by the New York delegates, was referred to the general office of the alliance after Richard Walsh, president, explained that the matter of such production represents an involved problem, one that will become

(*Continued on page* 2)

Wisc. Allied Maps Big 'White Paper' Campaign

Special to THE DAILY

MILWAUKEE, Aug. 7.—Wisconsin Allied will embark upon an "all-out campaign" to acquaint national and state legislators, the governor, state attorney general, local businessmen and the general public with the aims of national Allied's recent "white paper," it was announced today by Edward E. Johnson and Ben D. Marcus, president and board chairman, respectively, of the Wisconsin affiliate.

The Allied pamphlet, published in

(*Continued on page* 5)

Embassy Owner Heard As Frisco Trial Ends

Special to THE DAILY

SAN FRANCISCO, Aug. 7. – The Embassy theatre monopoly trial ended today after more than five months of testimony before United States Judge Edward P. Murphy.

The last witness was Lee Dibble, called in rebuttal, one of the owners of the Embassy, who claimed they

(*Continued on page* 2)

PERSONAL MENTION

WALTER READE, Jr., president of Walter Reade Theatres, who recently returned from Europe, is now in Detroit and is expected back in New York on Tuesday.

•

Harold Brown, president of United Detroit Theatres, is vacationing at Lake Temagami, in northern Ontario.

•

Mrs. Jerry Smith, daughter-in-law of **Alden Smith**, official of Cooperative Theatres of Michigan, has given birth to a daughter, **Susan Joy**.

•

George Umstatter, 20th Century-Fox projectionist, will be married on Aug. 29 to **Minerva Oschler**, of Glendale, L. I.

•

Irving Lester, in charge of motion picture advertising for "Pictorial Review," will leave here over the weekend for Glen Spey, N. Y.

•

H. P. **Vinson**, exhibitor of Columbia, Tenn., has returned there with **Mrs. Vinson** following a vacation spent in Florida.

•

Thomas Hart, producer, has returned to New York from Europe.

'Brown' Here Aug. 13

Universal-International's "The Saga of Hemp Brown" will have its New York premiere at the RKO Albee Theatre in Brooklyn on Wednesday, Aug. 13. It will be co-featured with "A Time to Love and a Time to Die."

Luncheon for DeMille

HOLLYWOOD, Aug. 7. – Cecil B. DeMille will be honored on the occasion of his 77th birthday at a luncheon in the Paramount studio commissary on Tuesday.

IATSE Tables 'Probe' Plea

(*Continued from page 1*)

the subject of an educational campaign in which other labor bodies also will be requested to make an appeal direct to the public.

Another resolution which resulted in spirited forensics from the floor was one offered by Local 702 and which called for the authorization of a strike vote by locals within 30 days after the local has failed to obtain the desired adjustment through the international office of the organization.

Walsh pointed out that the resolution violated the orderly negotiation procedure of the alliance and might start a chain reaction of strikes.

Apparently only Local 702 voted for the resolution, which stemmed from its grievance over a $1,000 fine for a wildcat strike.

Adopted by the convention were resolutions to have the international conventions skip states which have "anti-labor" laws; a request that the Justice Department vacate or relax the divorcement regulations; a demand for the repeal of the Taft-Hartley and other laws considered unfair to labor; a call for support at the ballot box for candidates friendly to labor, and a request for free Federal medical care for all over the age of 60.

Walsh was reelected president by acclamation for his ninth term. He has now held the office longer than any other president. His administration was endorsed unanimously.

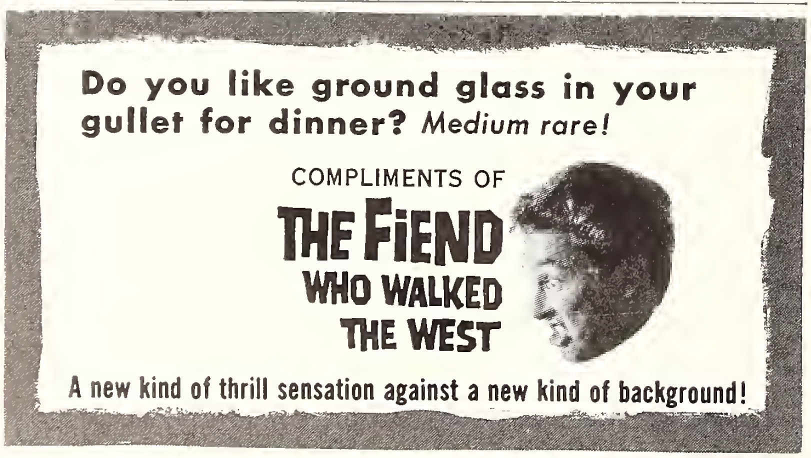
NTA Opens Meet Here; Properties Discussed

Syndicated properties of National Telefilm Associates were discussed at the opening session here yesterday of a three-day convention of the company's salesmen in the U. S., Canada and Britain. Meetings will continue through Saturday with Harold Goldman, executive vice-president, presiding.

Speakers at the first session included Goldman; Lester Krugman, director of advertising, promotion and merchandising; Martin Roberts, director of promotion and sales service; Mort Abrahams, director of creative programming; Jay Schiller, director of research; and Miss Mildred Bonowitz, sales contract coordinator.

Article Cites Sklar

DETROIT, Aug. 7. – Gerald Sklar, Variety Club member, was the subject of a feature "Detroit Success Story." Sklar's accounts in addition to theatres, comprise many lines of business. He supplies specialized lists, personnel for distributing samples, and other services such as conducting contests.


Do you like ground glass in your gullet for dinner? *Medium rare!*
COMPLIMENTS OF
THE FiEND WHO WALKED THE WEST
A new kind of thrill sensation against a new kind of background!

Cleveland Variety Has Annual Golf Tourney

Special to THE DAILY

CLEVELAND, Aug. 7. – Local Variety Club had full cooperation of the weather for its annual golf tournament held at the Lake Forest Country Club with an attendance numbering 79 members and guests. The day's entertainment program included cards for non-golfers, dinner and evening dancing.

There were prizes for all, but the golf winners were: blind bogie, Bob Kitchler, guest of Marshall Fine; closest to the cup, Annette (Mrs. Irwin) Shenker; longest drive, Joe Lissauer of Skirball Brothers; low gross by a member, Sanford Greenberger; low gross by a guest, Bob Kitchler; high gross, Marshall Fine.

David Rosenthal, United Artists branch manager and chief barker, was on hand to see that everything ran smoothly.

Roscoe on Tour

ST. LOUIS, Aug. 7. – George Roscoe, field representative of Theatre Owners of America, left here last night for Springfield, Ill., following completion of arrangements for the convention of United Theatre Owners of Missouri-Illinois on Oct. 6. Roscoe is due in New York Saturday, following a visit to Jacksonville today.

'Country' LP Album Out

United Artists Records' new LP sound track album from UA's "The Big Country" will be released this week to coincide with the 12 regional key city premieres of the film.

The sound track carries the complete score of the film, the music of which was written and conducted by Jerome Moross.

Embassy Tr

(*Continued from page 1*)

were damaged to the extent o million dollars because they w fused first or even second-rur by the distributors acting in racy with National Theatres ar West Coast Theatres.

Dibble produced charts sh how films playing at competir cuit theatres during the peri 1938-50 played to grosses as h $45,000 for brief runs. His test sought to prove that his Market competitors deliberately "burn first run" to freeze out indepe and "because they were money gry."

Cites Two Examples

The witness cited an instance the Paramount picture "So P We Hail" pulled in $45,000 Fox in 1943 and then was pul make way for another money "Lady in the Dark," another mount picture, grossed $36,999. one week at the Fox, he said.

Judge Murphy set Nov. 3 final date for attorneys for both to file concluding briefs.

'Eden' Still Big

Universal - International's Wind in Eden" continued to c business in its world premiere mid's Warren Theatre in A City, rolling up a record U-I s day's gross at the theatre on W day of $2,200, according to r reaching U-I here.

Appoint Silverberg

CLEVELAND, Aug. 7. – M Silverberg, Universal salesman has been doubling in the Pitts and Cleveland territories ever the branch streamlining went effect, has been appointed to just the Cleveland exchange ter

'Anne' Filming Ends

George Stevens' productio "The Diary of Anne Frank" co ed shooting in Hollywood this following five months of filming 20th Century-Fox release is no ing edited for Christmas release

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in
"INDISCREET"
A Warner Bros. Release
and GALA NEW STAGE SPECTACLE

MOTION PICTURE DAILY. Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Floyd E. Photo Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager, TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, V Canby, Eastern Editors. Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; Telephone HOllywood 7-2145; Washington, J. A. Otten, National Press Club, ington, D. C.; London Bureau, 4, Bear St. Leicester Square, W. 2. Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents i principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rock Center. New York 20, Telephone CIrcle 7-3100. Cable address: "Quigpubco. New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice- dent and Treasury; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 times as a section of Motion Picture Herald; Television Today, published daily as a part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fame. Entered as class matter Sept 21, 1938, at the Post Office at New York, N. Y. under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign. Single copies

NOW you can get the color of Elmer's eyes right—in less light!

Here's a new 16mm Eastman original camera color film that's sure to make a hit with producers of industrial and professional films everywhere.

Ektachrome Commercial Film, Type 7255 is 2 to 2½ times faster, with better definition than you've ever seen before. What's more, it does not render existing color stock-shot files obsolete (new film may be inter-cut with older types). And we can provide dependable service or, if you wish, advise you on doing your own processing.

All of which adds up to better pictures, many of them taken under circumstances impossible formerly; cooler, more comfortable shooting; faster deliveries. In fact, better satisfaction all around! For technical details, inquire . . .

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East Coast Division
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Midwest Division
130 E. Randolph Dr., Chicago 1, Ill.

West Coast Division
6706 Santa Monica Blvd., Hollywood 38, Calif.

or **W. J. German, Inc.**
Agents for the sale and distribution of Eastman Professional Motion Picture Film, Fort Lee, N.J.; Chicago, Ill., Hollywood, Calif.

B-B Executive

(*Continued from page* 1)

of September might be set for the kickoff of the radio campaign, should the executive committee decide in favor of pursuing the standing plans.

The radio campaign originally had been scheduled to start July 1 but lagging exhibitor contributions to the b-b treasury forced the postponement to Sept. 1 by an emergency meeting of the executive committee early in June. The minimum exhibitor contribution needed to make the radio campaign possible now is estimated to be around $175,000. Exhibitor contributions to date aggregate about $115,000, but there are sufficient pledges on hand to realize the minimum if they could be converted to cash within a reasonably short time.

If this could be done, and if distributors did not object to limiting the campaign to a certainty of only the radio promotion phase, the latter could be started toward the end of September after distributors had matched the exhibitor cash contributions.

Cost of the radio campaign is put at $300,000, plus $40,000 to $50,000 in administrative and production costs.

Radio Spots for 'Big'

United Artists has scheduled an "around-the-clock, on-the-hour-every-hour" radio spot campaign in the Los Angeles area for the opening of "The Big Country" at the Stanley Warner Theatre in Beverly Hills on Aug. 23. Spots of 15, 30 and 60 seconds will be broadcast over eight local stations, including the three network outlets, for seven days starting Sunday, Aug. 17. The budget is in excess of $12,000, UA said.

Detroit B-B Drive

(*Continued from page* 1)

and down grosses" in other cities business here sustains "a much higher average."

Thus far the public has been exposed to five weeks of the campaign consisting of 85 radio and 24 TV spots weekly supplemented by a five minute weekly "Movie News from Hollywood" show.

A telephone survey of 200 persons revealed an awareness of the exhibitors' promotion, and nearly 7 per cent recalled the slogan in whole or in part.

Bardot to Venice

PARIS, Aug. 7. – Producer Raoul Levy's Brigitte Bardot starrer "En Cas De Malheur" ("In Case of Emergency"), which is being distributed by Columbia Pictures in most areas of the world, has been named the official French entry in the Venice Film Festival. Both Levy and Mlle. Bardot will leave for Italy on Sept. 2 to attend the festivities.

'Life' Special Set

The performing arts in this country, including motion pictures, will be the subject of "Life Magazine's" 1958 year-end special issue. Appearing Wednesday, Dec. 17, the special issue will be on sale for the two-week holidays period. As in previous years, the 175-page "two issues in one" will sell for 35 cents, instead of the normal newsstand price of 25 cents. In announcing plans for the issue, Andrew Heiskell, "Life" publisher, said that besides being an issue on entertainment which aims to be entertaining in itself, the issue would deal with the fact that entertainment in all its aspects is one of the largest industries in the U. S.

AFM Seeks

(*Continued from page* 1)

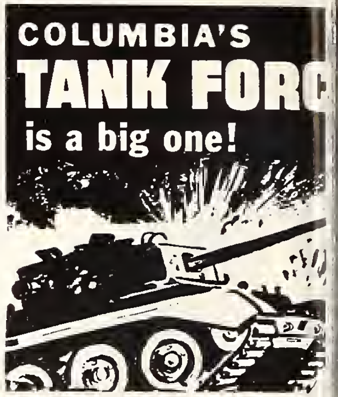
the international executive board of AFM, has been conferring with Hardie Ratcliffe and Rudolph Leuzinger, president and general secretary, respectively, of the International Federation of Musicians at Zurich, on the problem of tape recordings. These come into this country at a standard duty rate and often include complete scores for pictures.

Herman D. Kenin, AFM president, said yesterday at a press conference, he is seeking a formal agreement for mutual protection for live music against the unregulated inflow of recorded music. The same problem, he said, confronts music imported into European countries.

The three principal proposals in the agreement to be discussed at Zurich are: 1, In event of a strike or lockout involving any of the signatories, all parties to the agreement shall instruct their members not to accept employment in the making of recordings for an employer involved in the strike or lockout; 2, Each signatory shall seek to obtain labor contract provisions outlawing the making of music for "general purposes." General purposes means the transfer of the music to other forms of recordings; 3, parties to the agreement would endeavor to secure in their bargaining clauses forbidding their employment in the making of recorded music except for specific purposes.

Darren in Cleveland

CLEVELAND, Aug. 7. – Actor James Darren, appearing in Columbia's "Gunman's Walk" is scheduled to be here tomorrow for a press luncheon.

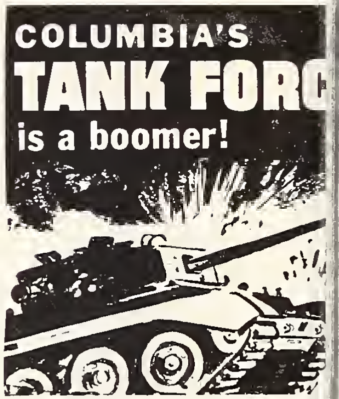


New Loew Miami H
Given 'Grand Openi

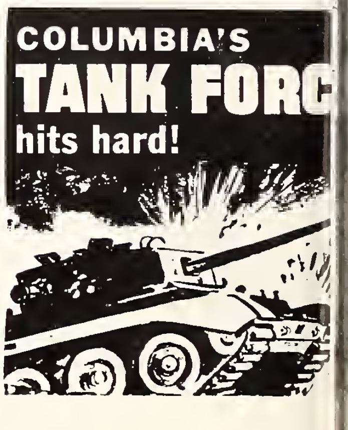
Special to THE DAILY

MIAMI BEACH, Aug. 7. – I
new 170th Street Theatre, th
cuit's second "hard-top" hou
Florida, opened here last night
grand manner to an audienc
included city executives as w
the top officials of the circuit
ceremonies were covered by
radio and television.

The modern 1,107-seat thea
the focal point of a large sh
center strategically located i
heart of mushrooming 'Motel
Among the activities were a
cutting by mayors of Miami
and four other municipalities; a
cade of motel beauties in F
sports cars; strolling French
ists; a cruising blimp and a b
of searchlights.



Loew's Theatres executives p
for the opening included Pre
Leopold Friedman, vice-pres
John Murphy and Eugene
Harry Moskowitz, Martin B
Ernest Emerling, James L. Sha
and Joseph Cassaro.

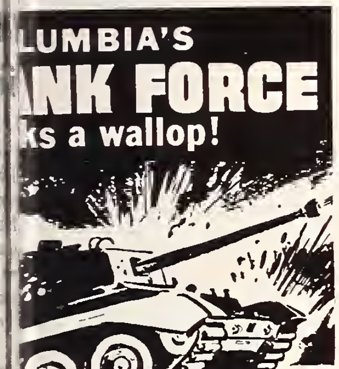


sc. Allied

Continued from page 1)

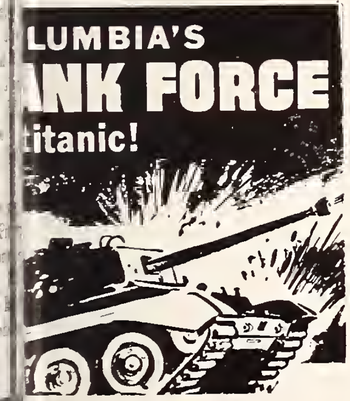
y, is designed to bring public islation pressure on the U. S. y General to combat what Alleges to be distributor viola- the industry consent decrees.

Wisconsin campaign will in- series of "protest meetings" the state, the first of which be held here and in Madison een Bay as soon as the legisla- urn from Washington. Invited meeting, in addition to all ex- s and congressmen, will be ates for public office, and local ssmen, including members of ers of Commerce and other lubs.



consin Allied officers have al- sent copies of the "white paper" legislators, the governor and y general along with letters ing how they can assist thea- ibitors. In addition each exhibi- been asked to write a similar o his senator and congressman "in his own way the condition business and what the legislator to help him."

a follow - up to the "protest gs" the Allied group plans to exhibitors with enough copies pamphlet to send to all radio ion and newspaper officials in towns. A series of press releases lso be supplied to exhibitors to e to these media.



t step in the Wisconsin cam- will be a direct appeal to the through solicitation of signa- of theatre patrons on a peti- which will be forwarded to the essmen from each district.

pervision of the Wisconsin pro- will be carried out by the gency Defense Committee.

Leonard Fields Signed To Assist Sol Siegel

From THE DAILY Bureau

HOLLYWOOD, Aug. 7. – Leonard H. Fields, producer-writer and former story, editor, has been signed by M-G-M to assist studio head Sol C. Siegel as a liaison in the closer coordination of the studio's motion picture making and TV activities.

Prior to assuming his new position, Fields was a producer at both Paramount and Republic, and served as story editor for Universal. He moves into offices at M-G-M immediately.

Poitier in Chicago

CHICAGO, Aug. 7.–Sidney Poitier has inaugurated an extensive round of interviews and personal appearances here keyed to the opening on Aug. 13 of Stanley Kramer's "The Defiant Ones" at the Roosevelt Theatre.

Ten television shows, seven radio programs, a score of press conferences and organizational meetings will keep the actor moving from one part of town to another during his five-day stay, which originally was scheduled as a two-day stopover.

Columbia Radio Spots In Longer Length Set

The advertising department of Columbia Pictures will in future prepare radio announcements to promote its pictures in varying lengths instead of the standard 8-, 10-, 30- and 60-second spots, it was announced yesterday by Robert S. Ferguson, director of advertising and publicity.

Decision to make the change is based on the fact that many exhibitors are able to purchase commercial time in local areas in bulk, breaking it down to their particular needs, Ferguson said. With commercial transcriptions provided heretofore by the film companies in standard lengths, theatre men have had to improvise their free-wheeling commercials, he pointed out.

"Now," Ferguson said, "we will be able to make dramatic use of one of our best sales points, the voice personalities of our top stars in character from the particular film. We will fuse into our commercials actual sound track dialogue, putting the same kind of punch into an audio commercial that we can put into our theatre trailers. And because we won't be bound by narrow time limits, we will tailor our announcements to our needs and not to the clock."

Columbia has experimented successfully with a series of radio announcements for the re-release of "From Here to Eternity," Ferguson said. Six transcriptions, consisting primarily of sound-track dialogue featuring the voices of the film's stars, were used. Times were 1 minute, 55 seconds; 2 of 1:56, 2:10, 2:15 and 2:45.

The longer spots are being planned by Columbia for campaigns on upcoming major product.

PEOPLE

Daniel L. Lewis, film buyer for Cooperative Theatres of Michigan, has been invited to write a series of articles for the October issue of UNESCO, United Nations publication.

□

W. M. Agree, after many years of association with the Newport Amusement Co., Newport, Tenn., has resigned to accept a position outside the industry.

□

Fred Powell has been named assistant manager of the Lyric Theatre, Huntsville, Ala., owned by **C. A. Crute.**

□

Al Myers has taken over operation of the Astor Theatre, Atlantic City, which had been operated by the George A. Hamid interests there.

□

Harold Laird, formerly branch manager for Republic Pictures in Tampa, Fla., has been named special Florida representative for Wil-Kin Theatre Supply Co., Atlanta.

□

Martin Sperber, projectionist, who is in charge of the film equipment of Cleveland's Public Hall, is confined to Polyclinic Hospital there.

□

Antoinette Piasecki has returned to Detroit as office manager of Clark Theatre Service following a year in Manhattan, Kans.

□

Jake Pollanz, formerly with B. F. Shearer Equipment Co., Portland, Ore., has joined Altec Service Corp. in San Francisco.

Motion Picture Daily Feature Review

Once Upon A Horse

Universal

Dan Rowan and Dick Martin have a reputation in night club and television comedy, and have brought their talents, and some of the deficits of those media to an idea Hal Kanter evolved: a spoof western. Mr. Kanter has written, directed, and produced his play with a gag a minute. As you might expect, not all register; fact is, because he evidently worked with the common denominator in mind, for a sophisticated audience not many do. And with Rowan and Martin carrying the load, it is a collection of "situations."

Mr. Kanter examines all the characters and sets in a stock western: the sheriff, the posse, the storekeepers, saloon drinkers, gamblers, the hard hearted banker who owns the town. He comes up with broad comedy and generally a pleasant neighborhood entertainment.

Rowan and Martin steal 200 head of cattle, and in town can't sell them. Townspeople don't want them because feed costs more than cattle. They don't even care if the pair *are* rustlers. Rowan and Martin then rob a bank, but can't spend the money. Townspeople know they were broke. They can't get a loan from pretty banker Martha Hyer because now there's no money in the bank. They replace the money, and now she lends it to them, exorbitantly. They flee, but the steam engine they steal leaves the tracks and wrecks the town, and they land in jail. She rescues them because by that time Rowan has won her love.

Miss Hyer sings "Once Upon a Horse," theme song. Nine disc jockeys appear in a saloon sequence. Four former western stars are the posse. Olympic strong man Paul Anderson appears in bits. So do former boxers Buddy and Max Baer.

These are handles for exploitation by the alert local theatre owner. So is some of the spoofery. For instance, the steam engine whistle which sounds like a woman screaming. The hefty hotel clerk who speaks in a high falsetto. The drinking by Martin of five quart glasses of beer, to the sound of a working drain pipe.

Running time, 85 minutes General classification. August release.

Floyd Stone

House Approves Trade Program Extension

From THE DAILY Bureau

WASHINGTON, Aug. 7. – The House approved the compromise four year extension of the reciprocal trade program. The Senate is expected to approve the compromise Monday, sending it to the president. He is expected to sign it promptly, as it gives him almost all the tariff-cutting authority he sought. Film industry leaders have been strong backers of the program.

The House also approved a compromise version of a bill to set up a new government program to stimulate long-term loans and investments in small business firms. Senate approval is expected shortly.

The Big Country

(CONTINUED FROM PAGE 1)

cattle ranches in the same territory which are separated by a tract containing the only available water for both their herds. Each of the men has been granted water rights by the third land owner, but each wants to control the water for himself so he can drive out his ancient and bitter enemy for good.

In a wonderful scene at the start of the picture the intensity of this feud is strongly put across. Bickford, the wealthier and more aristocratic of the ranch owners, is giving an elegant party at his house to welcome a guest when the festivities are suddenly interrupted by the appearance of Ives—bearded, disheveled, but equally proud. The two old men face each other; the music stops and the dancers halt. Ives spits out all his hatred and contempt in the guise of a complaint that Bickford has unjustly punished four of the former's men. Bickford listens with mocking eyes and then makes a sarcastic reply. Ives leaves, and the dancing resumes. The stage for a potent drama has thus been excitingly set.

FROM THAT point on it is plain that these two patriarchs can only resolve their differences in violence—in the death of one or both. This is the final showdown toward which the picture then suspensefully moves. And when it comes, it is a honey! Wyler has directed a classic scene of its kind.

One of the remarkable things about "The Big Country" is that the audience is not asked to take sides with either man in this feud. Both have their just grievances; each is the victim of his own excessive pride. There is no cut-and-dried, black-and-white "right."

Instead the major audience sympathy is shifted to two people who try to effect a reconciliation between the two warring old men. One of these is the school "marm" who owns the property—the character Miss Simmons plays. The other is Peck as a "dude" who had become engaged to Miss Baker, the daughter of Bickford, while on a trip back east. Peck believes he can settle the water dispute by purchasing the land from Miss Simmons and living there after his marriage. Miss Simmons agrees to sell on these terms. But then Miss Baker and Peck separate over several misunderstandings regarding his apparent cowardice. Later Peck and Miss Simmons realize they are in love.

This romantic triangle is only one of the many clashes of personalities and wills that abound in this long picture, which does not seem half its actual length because the story is always intriguing and the characters so thoroughly alive. And the subtle and complex conflicts are vividly expressed in many memorable dramatic scenes.

THERE IS NOT SPACE to mention all, but it is significant that Ives appears in those that pack the strongest force. His is the top performance in the picture; his the character most completely real. His troubles with a worthless son (well played by Chuck Connors) erupt in several intense quarrels, in one of which the father threatens to kill his offspring. And this he finally does—for the sake of "honor"—in a powerful scene toward the end. The figure of Ives dominates the film.

However, Bickford is also impressive as the rival patriarch, and Peck gives a fine, workmanlike performance as their intermediator. Miss Baker plays his fiancee with spirit, and Miss Simmons endows the school "marm" with her considerable charm. Heston is cast as Bickford's top hand who also loves Miss Carroll and is jealous of Peck. The love rivals have a fist fight in one scene that is a dandy.

Visually "The Big Country" is stunning; Technirama and Technicolor have been used to capture the majesty of the vast outdoor settings in beautifully composed detail. And Jerome Moross has provided an exceptional musical score that is only one of the merits of this picture that will call for consideration at Academy Award time.

Running time, 166 minutes. General classification. Pre-release in August.

RICHARD GERTNER

A Tale of Two Cities

Rank Organization

Charles Dickens' story of a fac the French Revolution writte 1859 has been presented on sta screen at least 20 times, accordi information supplied by the Organization. It has been filmed in this country, first as a silent pi by the Fox Film Corp. early in and next as a sound film by M in November, 1935, with Ronald man as a star. A television ve was presented recently.

This newest presentation by ducer Betty Box with Dirk Bo in the role of Sidney Carton, a y lawyer very fond of tippling, s be popular in England and other of the British Empire. It's one of "one-must-see" classics in the pire and probably will be rega as a classic art film by audienc this country who understand h rapidly-spoken British dialog tha quires concentrated listening.

Dirk Bogarde has developed value in the United States. This help in selling the picture to A can audiences. The rest of the c technically excellent, but they to struggle with long, involved tences in which some of the wor gets lost behind the tonsils.

As everyone knows, the a takes place in London and The story moves slowly until the break of the revolution in Paris, storming of residences of aristo the growing hatred of the popu the attack on the Bastille, the b thirsty trials of the suspects, and wholesale head-chopping at the lotine. In the mob scenes the a stirs considerable tension and h certain mass appeal. It was obvi intended to be a big picture and ably cost a large amount of mone

Ralph Thomas directed fro screenplay by T. E. B. Clarke. thy Tutin is attractive in the rol Lucie Manette. Cecil Parker, who pears as Jarvis Lorry, is a hand young man who stands out stro Stephen Murray, as Dr. Manette, makes an impression. In the scenes there is an effective mu background. This was composed Richard Addinsell.

Running time, 117 minutes. Ge classification. Release, in October

James M. Jer

Parking Plan Arrang By Capitol and State

The Capitol Theatre and Lo State Theatre here have arranged free parking facilities for their pat every evening after 6 P.M., and day Sunday at the Whiteway Ga on West 49th Street, or the Clay Street Parking Lot.

Parking tickets will be presente the box office at the time of the admission.

All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

L. 84, NO. 29

NEW YORK, U.S.A., MONDAY, AUGUST 11, 1958

TEN CENTS

eeting Slated

lay Set Fate of B-B Drive n Wednesday

ll Executive Committee 2nd Emergency Session

'he second emergency meeting of executive committee for the all-ıstry business-building campaign been scheduled for Wednesday he office of A. Montague, Columvice-president in charge of disıtion, who, with Ernest Stellings, ıatre Owners of America president, o-chairman of the committee.

'he meeting is scheduled to coner the present status of the camgn plans, and will attempt to lize arrangements for the start he radio promotion program which

(*Continued on page* 2)

ariety Int'l. Board ans Meet in October

Special to THE DAILY

ıTLANTIC CITY, Aug. 10. – The l-winter meeting of the internaıal executive board of Variety bs International will take place ate October at a city to be decided ın later, George Eby, international ef barker, announced here, fol'ing a special meeting of the board the Traymore Hotel. Decision to d executive board meetings regrly was made at the recent conıtion in London. The session here s the first since then.

The executive board is composed

(*Continued on page* 2)

Television Today

Page 5

Crucial Week for Industry Tax Relief Opens in Senate Today

By J. A. OTTEN

WASHINGTON, Aug. 10.—The industry's fight for additional admissions tax relief enters its crucial week tomorrow.

Senate floor action will start early this week, possibly tomorrow or Tuesday, on the excise tax bill which includes a provision exempting the first $1 of admission charge from the 10 per cent Federal excise tax. Making the week even more important, however, is the fact that it might well be the final week of the Congressional session, so that the bill not only would have to come up for Senate floor action this week but also pass the Senate and clear a House-Senate conference.

The Senate seemed to be moving at a snail's pace Friday, with several

(*Continued on page* 3)

Drive-in Ad Expenses 3.7% Above Four-Wall

Drive-in theatres spend 3.7 per cent more than indoor theatres on all advertising, according to a comparative study of average operating costs—in percentages to total gross—made by the Theatre Owners of America and released at the weekend.

TOA some months ago prepared and published an operating costs study for indoor houses to provide exhibitors with "average" figures against which they could measure their own expenditures. The new report released at the weekend covered the same area for drive-ins and included a comparison with the indoor figures.

The greatest disparity in the amount of money spent between the two types of operations was in advertising. The drive-in figure in that category was 10.2; indoor, 6.5. Second

(*Continued on page* 3)

Rule Sunday Films Are Illegal But Not on TV

Special to THE DAILY

SPARTANBURG, S. C., Aug. 10.—In response to a request by attorney Sam R. Watt, representing Spartanburg theatre interests, attorney-general T. C. Callison has ruled that Sunday movies in Spartanburg are illegal but open swimming pools do

(*Continued on page* 3)

Local Sponsorship, Merchant Support Keep Open 200 Theatres in Upper Midwest Area This Year

Special to THE DAILY

MINNEAPOLIS, Aug. 10.—It is estimated that nearly 200 marginal operation theatres in the upper midwest have been reopened during the first six months of 1958 by virtue of local sponsorship or merchant cooperation.

Information available indicates also that at least 400 more marginal or distress out-state houses in the Minneapolis, Milwaukee, Des Moines and Omaha film zones, now shuttered, are in various stages of negotiation for sponsorship arrangements with civic and business groups or tie-ups with merchants.

Most of the theatres in the latter category are now closed or operating only one day a week.

Where the theatre is closed, the merchants themselves are advocating some type of cooperation to keep their main streets' brightest lights at the theatre; blinking on shopping nights to attract neighboring customers. Meanwhile, plans are being discussed to enlist merchant support to increase ticket sales in every small out-state situation.

UA Announces

Dispute Over AAP Stock Sale Settled

NTA Sells Contract for Shares for $2,000,000

Settlement of all law suits arising out of a dispute over the sale of common stock of Associated Artists Productions, Inc. to United Artists Corp. was reported at the weekend. AAP is the company which has complete rights to the pre-1948 film library of Warner Bros. Pictures.

The controversy, which was reported by UA to have been "amicably adjusted" with discontinuance of the legal actions, began when National Telefilm Associates charged in

(*Continued on page* 5)

SDG Clears Preminger As 'Porgy' Director

From THE DAILY Bureau

HOLLYWOOD, Aug. 10. – In an apparent victory for Samuel Goldwyn, withdrawing any action in the dismissal of Rouben Mamoulian as director of "Porgy and Bess," the board of directors of the Screen Directors Guild, following a meeting last night,

(*Continued on page* 2)

Brown Heading Fox Literary Operations

From THE DAILY Bureau

HOLLYWOOD, Aug. 10. – David Brown, executive studio story editor at 20th Century-Fox, will assume direct charge of the studio's literary operations. He also will continue in his present duties as an executive on Buddy Adler's staff.

Brown has been associated with 20th-Fox for the past seven years, prior to which he was an editor of national magazines.

ifelike color in every scene

Pathé

CALL PATHE NOW FOR EVERY FILM NEED: IN B&W OR COLOR

LABORATORIES, INC.
NEW YORK AND HOLLYWOOD

Speed, Quality and Service at Low Cost • Specializing in 35mm Color Developing • Dailies • 16mm Color Prints • Precision Opticals • Title Stand Work

PERSONAL MENTION

LEOPOLD FRIEDMAN, president of Loew's Theatres; JOHN MURPHY and EUGENE PICKER, vice-presidents, and ERNEST EMERLING, head of advertising-publicity, returned to New York over the weekend from Florida.

•

BERNARD GOODMAN, head of Warner Brothers domestic operations, is scheduled to return to New York from the studio today.

•

JERRY SAGER, advertising-publicity director of B. S. Moss Theatres, will reurn to New York today from the Coast.

•

WILLIAM L. SNYDER, president of Rembrandt Films, returned to New York at the weekend from Europe.

•

SANDRA MARIE EELLS, daughter of BRUCE EELLS, executive vice-president of United Artists Television, will be married here in October to PETER KLINGE, of East Williston, L. I.

•

EDWARD SMALL, producer, left New York on Friday for London, enroute to Madrid.

•

J. F. PATTINSON, managing director in Great Britain for 20th Century-Fox, will return to New York from England on Wednesday via B.O.A.C.

•

RALPH MARTIN, in charge of motion picture advertising for "Seventeen," returned to New York over the weekend from the White Mountains.

•

W. GORDON BRADLEY, Paramount Southeastern division manager, returned to Atlanta over the weekend from New York.

SDG Clears Preminger

(Continued from page 1)

notified Otto Preminger that he may proceed as director of the Gershwin musical for Goldwyn Productions.

A letter to Goldwyn was reported on its way from the SDG requesting that permission be granted a director to join in a joint statement to the press, if in the future he wishes to relieve a director from an assignment.

Decision on B-B Drive Near

(Continued from page 1)

has been scheduled for Sept. 1, and to discuss the remainder of the campaign.

Is is evident that the radio promotion cannot be started Sept. 1 or even in the early part of next month, hence the meeting is expected to set a later date for it. The radio promotion is budgeted at $300,000, to which may have to be added another $40,000 to $50,000 for production and other expenses.

Exhibitor contributions at the weekend amounted to $113,000 in cash. While there is an additional $78,000 in pledges, distributors who pay half the expenditure, will match cash contributions only. Hence, exhibitors need to contribute at least another $60,000 in cash before even the radio promotion can be activated. At the rate contributions have been coming in from exhibitors since the campaign was opened last April, it could be weeks before the remaining $60,000 required is received.

The previous emergency meeting of the executive committee, held early in June when it became apparent the radio promotion could not be started on July 1 as then scheduled, announced plans for an industry Business-Building Day, designed to raise a substantial part of the campaign financing by appeals to regional exhibitor leaders gathered at meeting places in key cities, who would be addressed by campaign leaders from New York via a television or radio hookup.

The plan did not materialize and it could not be learned at the weekend whether it will be reconsidered by Wednesday's executive committee meeting.

Also in some doubt is distributor attitude toward going ahead with the b-b campaign at all while insufficient funds are in sight to carry out the newspaper advertising and public relations phases of the campaign following the radio promotion. Some distributors feel that they are committed to proceed with whatever portion of the campaign is possible and think that, if the funds are on hand, the radio promotion should be launched.

However, other distributors believe that to proceed with the radio promotion alone would be unfair to the whole idea of business-building, since it would be judged on the basis of what a single phase of the campaign accomplished, rather than the complete campaign as envisioned and planned over the past several years. For this reason, they think the entire campaign should be postponed until the total campaign budget of $2,300,000 is on hand, as originally contemplated, and a fresh start made even if it meant postponing the kick-off until July 1, 1959.

Variety Int'l

(Continued from page 1)

of past international chief barkers. All were present here including John Harris, Bob O'Donnell, Marc Wolf, Jack Bereson, George Hoover, John Rowley and Eby. A general discussion was held on the charitable activities of the clubs, their membership and an expansion program of the world-wide organization.

3 Cities to Fete Peck

The mayors of three cities will greet Gregory Peck when he visits this week on the first lap of his coast-to-coast personal appearance tour in connection with regional premieres of "The Big Country," a United Artists release. Peck arrives in Philadelphia today where he will be met by a reception committee headed by Mayor R. Dilworth. On Tuesday Mayor Louis C. Miriani of Detroit will present the keys to the city to Peck who will attend a cocktail party hosted by the mayor at the Sheraton Cadillac hotel. In Boston, on Wednesday Mayor John B. Hynes will be host at a luncheon given in honor of Peck at the city's exclusive men's club, "The Tavern."

N.W. Business-Building Forum to Meet Aug. 27

Special to THE DAILY

MINNEAPOLIS, Aug. 10. – The Northwest Exhibitors Business Building Forum has set its next meeting for Aug. 27, it is announced by Harry Greene, NWBBF board chairman.

The one-day conclave will be held at the Radisson Hotel here with all exhibitors invited to participate. Working kits are being prepared for attending exhibitors, who will have the benefit of the experiences of circuit operator Charles Winchell, Minnesota Amusement Co.; Edmond Ruben, Welworth Circuit, and Harold Field, of St. Louis Park and the Pioneer Circuit in Iowa, co-sponsors of the NEBBF showmanship project.

The first meeting of the group was held here March 13 and proved highly successful, drawing more than 200 exhibitors from the area and the adjacent territory.

The morning session will be devoted to discussion of the available product for the remainder of the year and the DST project.

The afternoon session will take up the advertising program pointed to the small town operation.

'Island' Mobile Displ
To Tour Cincinnati Ar

The mobile sound display wl
played a big part in the campa
that resulted in record New Engl
grosses for Columbia's "The Camp
Blood Island" last month is be
moved to the Cincinnati territory
connection with the saturation br
of the Hammer film in that area,
lumbia reports.

In Boston and New Haven bra
areas, the display, mounted on a tr
equipped with loud-speakers, vis
18 cities during its swing.

In Cincinnati Thursday

In the Cincinnati territory, star
Aug. 14, 24 cities and towns, all
cept one in Ohio, will be covere
16 days. Again, many of the s
on the itinerary will be in sm
cities.

The cities to be covered, with t
tre involved, include Cincin
Twin Drive-In; Hamilton, P
mount; Middletown, Paramo
Springfield, State; Dayton, Colo
Columbia, Grand; Newark, Audi
um; Zanesville, Weller; Logan,
gan; Athens, Athena; Welston, I
vee; Jackson, Markay; Portsmo
Laroy; Maysville, Ky., Rus
Franklin, Ohio; Eaton, James; Br
ville, James; Lebanon, Town
Washington C. H., 3 C's Auto; Cl
cothe, Royal; Circleville, Grand;
caster, City Drive-In; and Fairb
Fairborn.

'Fly' Will Open Here In 100 Theatres

"The Fly," 20th Century-Fox
lease, will open Aug. 29 in more
100 neighborhood theatres in
Greater New York area.

Theatre circuits who will pa
pate in the mass opening inc
RKO, Skouras, Randforce, Cen
Loew's, J. J., Brandt and Prude
among others.

Mail 'Defiant' Review

Some 10,000 copies of a ma
piece reprinting the rave revie
Stanley Kramer's "The Defiant C
and the Tony Curtis cover from
July 26 issue of the Saturday Re
are being sent by United Artis
exhibitors, fieldmen, and key p
opinion groups throughout the
try.

New Post for Karp

Dick Karp, television and
copy writer for M-G-M at Don
and Coe, Inc., has resigned effe
Friday. Karp, former 20th Cen
Fox TV-radio contact, will joi
creative staff of Reach McClint
Co., Inc., on Aug. 18.

MOTION PICTURE DAILY. Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Floyd E.
Photo Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager, TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, V
Canby, Eastern Editors. Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; Telephone HOllywood 7-2145; Washington, J. A. Otten, National Press Club,
ington, D. C.; London Bureau, 4, Bear St. Leicester Square, W. 2. Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents i
principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rock
Center. New York 20, Telephone CIrcle 7-3100. Cable address: "Quigpubco. New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice
dent and Treasury; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 times
as a section of Motion Picture Herald; Television Today, published daily as a part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fame. Entered as
class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign. Single copies

rucial Week

(*Continued from page* 1)

postponed from then until Mon- so that the tax bills might not eached actually for another day).

nate approval of the amendment of the excise bill itself are con- ed certain once they come to a . The thing that could just barely vrong is that the bill could get ged down over some other pro- n, such as a controversial liquor provision, and get sidetracked in rush to adjourn. This is not likely, certainly is possible.

the bill clears the Senate, con- es will certainly speedily reach ement on a final, compromise bill. Senate and House conferees feel outlook is for the conference to pt at least some, if not all, of Senate admissions tax provision. important element in this is the that Senator Kerr (D., Okla.), or of the admissions tax amend- t, is one of the top Senate con- es.

Other Bills to Come Up

ongress is expected to complete on this week on several other es of legislation of interest to in- try firms: a general tax revision including a provision easing the tion of treble damage awards in -trust suits; a small business tax ef bill; a bill boosting social secu- benefits and taxes; a four-year nsion of the reciprocal trade pro- n; and a bill requiring disclosure he operations of pension funds. A to provide additional loan and estment capital for small business at to the White House over the kend.

ecretary Flemming, of the Depart- nt of Health, Education and Wel- , told the Finance Committee on lay that the Administration would ept House-approved provisions to ralize social security benefits and s, but that provisions to increase eral public assistance grants to the es would lead him to recommend residential veto.

arious bills will die when Con- ss adjourns, and must start all over t year: power for the Federal nmunications Commission to con- television networks; requirement broadcast licensees give up their sic publishing and record subsid- es; extension of the Federal mini- n wage law to larger theatres and uits; requirement that large firms fy the government of their merger ns; and the long-dormant flat legis- ve ban on toll television. The Fed- Communications Commission has, vever, promised not to grant any TV applications until Congress ts next year.

HF Channel in L.A.

VASHINGTON, Aug. 10. – The leral Communications Commission ed an initial decision looking to- d granting a Los Angeles UHF vision channel to Sherrill Corwin. win has extensive theatre and tele- on holdings.

REVIEW:

Tank Force

Columbia—CinemaScope

HOLLYWOOD, Aug. 10

AN EPISODE OF World War II involving the capture and escape of a group of Allied prisoners who were engaged in a tank battle in the Libyan desert is realistically depicted in this Warwick Films importation, in Technicolor and CinemaScope.

Directed by Terence Young, who also collaborated on the story with Richard Maibaum, the film provides action and suspense amid the cruelties of war.

Victor Mature portrays an American in the British Army, whom the Nazis try to force into signing a document that would attribute guilt to the United States government for a bomb which he threw injuring Dr. Goebbels in Nuremberg. Mature insists it was done to avenge the Gestapo killing of his Jewish wife.

Leo Genn co-stars in the film as an English officer, who tries to maintain soldierly conduct, in several run-ins with Mature, who seeks escape routes in his own fashion. Bonar Colleano is outstanding as a homicidal fanatic, a Pole, who speaks Arabic and throws his lot in with a sheik, who temporarily re-captures Mature and Genn and the others during a sandstorm, in a deal made with the Nazis. Anthony Newley supplies the comedy relief. Mature and Newley are the only ones able to survive the small escape group, after taking over a German tank and finding their way into the midst of another tank encounter. This time they are saved by the Allied sector.

Irving Allen and Albert R. Broccoli produced the film.

Running time, 86 minutes. General classification. Release, in August.

SAMUEL D. BERNS

Drive-in Ads

(*Continued from page* 1)

greatest difference was in the category grouping utilities, maintenance, repairs, booth, cleaning and supplies. Here the drive-in expenses average 11.6; the indoor, 8.3.

In forwarding the study to its members, TOA said two important factors should be considered in analyzing the percentages of expenses to total gross. First, the grosses do not include revenue from concessions. Secondly, they are based on a relatively small segment of the total drive-in theatres in the country, although the figures are a compilation of reports received from all parts of the country, and are of theatres of all sizes and all types of runs.

"The study indicates," the report continued, "that while salaries and film rentals are less in a drive-in than a four-wall theatre, the drive-in's wider drawing area requires additional monies for advertising, for film delivery, and for upkeep.

"The 11.6 per cent figure for utilities, etc., breaks down to about 4 per cent for gas, water and electricity for drive-ins, compared to 3.9 for conventional theatres. The higher operating expense in the drive-in appears to be caused by the cost of maintaining speakers, screens, and roadbeds and paving."

Other expenses covered in the TOA survey were as follows: Film delivery: drive-ins, 2.3; indoor, 1.2. Salaries: drive-ins, 20.6; indoor, 23.5. Administration and supervision: drive-ins, 5.5; indoor, 5.8. State, city, county taxes and old age benefits: drive-ins, 4.8; indoor, 4.3. Depreciation: drive-ins, 4.3; indoor, 7. Rent: drive-ins, 7.3; indoor, 7.

'Ten' Piles Up $800,000 Gross in 3 N. Y. Weeks

In its first three weeks at the 17 theatres in the Greater New York area, "The Ten Commandments" has grossed in excess of $800,000, Paramount announced at the weekend. The picture currently is in its fourth week in the metropolitan area theatres.

The current engagements are the second group of special engagements for the picture since it concluded its 70-week premiere engagement at the Criterion Theatre, where it grossed $2,734,786.

Goetz to Make 'Dragons'

HOLLYWOOD, Aug. 10. – "The Time of the Dragons," current novel by Alice Ekert-Rotholz, will be a William Goetz production for Columbia Pictures, it was announced on Friday by Samuel J. Briskin.

Sunday Films

(*Continued from page* 1)

not violate the Sunday blue law. In a letter to Watt, the attorney-general said that movies and sports events telecast on Sunday are legal. "Fishponds operated on the Sabbath are in clear violation of South Carolina's blue law," he added.

Watt requested the ruling on Sunday movies after Bob Talbert, manager of the Carolina Theatre here, was told that he could not legally open the theatre on Sunday. Talbert was first arrested and acquitted of blue law violations several weeks ago. Police notified Talbert, however, he would be subject to arrest again if he again decided to open the theatre on Sunday.

1952 Code Cited

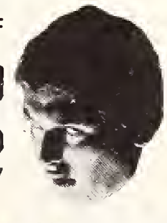
According to the attorney-general's ruling, Sunday movies are governed by Section 5-103 of the 1952 Code of Laws. He said this makes it illegal to show movies in a county which has a city of more than 62,000 people. "Swimming pools are legal because they are not a public exhibition," Callison said. "Life guards, however, violate the blue laws if they work on Sunday, and are subject to a $1 fine," he added.

"Miniature golf courses are not in violation of the law," the attorney-general said, "and golf on Sunday is considered to be legal by a South Carolina Supreme Court decision of some years ago."

Meanwhile, Spartanburg law enforcement authorities say they have not closed various recreational facilities or businesses because they lack signed complaints. They also admit no signed complaint was made when manager Bob Talbert was arrested for opening his Carolina theatre on Sunday.

Louis Novy Dies

AUSTIN, Tex., Aug. 10. – Louis Novy, 68, president of Trans-Texas Theatres, a circuit of 15 theatres with headquarters in Dallas, died in a local hospital recently. Before forming Trans-Texas with his son, Harold Novy as vice-president and general manager, Louis Novy was a partner in Interstate Theatres. In addition to his son, who lives in Dallas, Novy is survived by a daughter, four brothers, two sisters and seven grandchildren.



He'll cut your heart out and hand it to you! *No charge for the operation!*

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5. Lavish Cocktail Party.
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LAckawanna 4-2530

EATURE REVIEWS

The Terror
m Outer Space

ue Pictures—U.A.

Hollywood, Aug. 10

'ith all of the current interest in 's flight to the moon, this one con- ing a rescue space ship on its re- flight from Mars does not seem ır fetched.

t" is a monstrous ape-like being, ved to be the result of a civiliza- that once existed on Mars and royed itself through war and station. This powerful monster is une to bullets and gas bombs, has the strength to break through doors and traps.

ıe engrossing story, which stars shall Thompson, Shawn Smith Kim Spalding, written by Jerome y, deals with the problem of de- ring the monster, which came rd the space ship unnoticed ıgh one of the air ducts. Thomp- was being brought back to earth and trial for the alleged killing s crew on the first flight to Mars rder that he might survive with bility of rescue with the only available from his wrecked ship. ıompson is absolved of the al- l crime when the monster re- itself as a menace aboard the Spalding and two other crew ıbers die of wounds inflicted by ape; and "It" is finally destroyed hutting off the supply of oxygen ıe ship, while the rest of the crew oxygen masks.

bert E. Kent's production is well- nted with interesting effects and and Edward L. Cahn's direction s intrigue and excitement ıghout.

ning time, 68 minutes. General ification. Release, in August.

S. D. B.

P. McEvoy Dies

P. McEvoy, playwright and au- of a number of film scripts, died e age of 64 at his New City, N. Y. e on Friday. At the time of his h he was senior editor of Read- Digest. McEvoy wrote dialogue a number of W. C. Fields film ts in the 1930s. He is survived by widow, three daughters and one

ıe only book that tells you
WHO'S WHO plus
WHAT'S WHAT in
Television
Television Almanac
$5 Postpaid
QUIGLEY PUBLICATIONS
70 Sixth Avenue, New York 20

Attack of the Puppet People

American International

Boston, Mass., Aug. 10

Producer Bert I. Gordon herein serves up a rather imaginative story, peopled with convincing histrionics, and astonishing special effects. John Agar and John Hoyt are the best-known principals. Gordon served also as director, working from a screenplay by George Worthington Yates as based on a Gordon original.

The James H. Nicholson-Samuel Z. Arkoff production casts Hoyt as a doll manufacturer. He hires June Kenny, fiancee of Agar, as secretary, explaining that previously-assigned girl has unaccountably disappeared. In time, it's learned that said missing person, in all actuality, still lives, but as a miniature being, a doll, the result of experimentation by Hoyt.

Through an ingenious turn of events, Miss Kenny and Agar escape their doll-like existence, race to Hoyt's factory and make themselves proper size again. The gendarmes are called in and Hoyt's grand experiment is at a tragic end.

Gordon and Flora M. Gordon (his wife) are responsible for the special effects. One song, "You're My Living Doll," is by Albert Glasser, Don Ferris and Henry Schrage.

Running time, 78 minutes. General classification. Release, current.

A. M. W.

War of the Colossal Beast

American International

Boston, Mass., Aug. 10

Resourceful Bert I. Gordon tells still another fascinating story in the realm of science-fiction, "War of the Colossal Beast" has nothing less than a 60-foot giant (courtesy special Gordon effects) as principal attraction, front and center, and when the camera dwells lingeringly on the huge monster there is sufficient entertainment for all audience elements.

Gordon functioned as producer-director; James H. Nicholson and Samuel Z. Arkoff, executive producers. George Worthington Yates' screenplay has Sally Fraser, sister of an army officer whom exposure to a plutonium blast has caused to grow to 60 feet in height, believe her brother has survived a fall from Boulder Dam. (Hence, in effect, this reads like a sequel to an earlier American-International entry, "The Amazing Colossal Man.")

Investigation proves her right. The giant is drugged and brought to Los Angeles for further action. The giant breaks loose, causes sizable havoc before he walks into high voltage power lines, destroying himself.

Running time, 68 minutes. General classification. Release, current.

A. M. W.

Television Today

Receiver Production Is Down From '57

From THE DAILY Bureau

WASHINGTON, Aug. 10. — Factory production of television receivers in June increased over the May output but was down somewhat from the level of June 1957, the Electronic Industries Association announced today. Output during the first half of this year was under the first six months production figures recorded by EIA last year.

TV production in June totaled 377,090 compared with 266,982 TVs made in May and 543,778 TV sets production in June 1957. The number of TVs made with UHF tuners totaled 36,811 in June as against the 29,406 such tuners in May and 72,766 TV sets with UHF tuners made in June last year. Cumulative output of TVs capable of receiving UHF declined to 209,726 during the first half of this year from the 254,849 such sets made in this period last year, the report added.

Cumulative TV production during the first half of 1958 amounted to 2,167,930 compared with 2,722,139 TV sets made in the same six-month period last year, EIA stated.

SEG Seeks Dismissal Of AFTRA-NLRB Plea

From THE DAILY Bureau

HOLLYWOOD, Aug. 10. — The Screen Extras Guild will seek dismissal of the petition of the American Federation of Television and Radio Artists to the NLRB demanding exclusive bargaining rights for all talent working in taped commercials, specifically including extra players employed by motion picture companies, SEG members were notified in a newsletter at the weekend.

Pittsburgh Station VHF Affiliate of ABC-TV

WTAE, Pittsburgh, Pa., will begin operations Sept. 14 as a primary VHF affiliate of the ABC Television Network, it was announced by Franklin C. Snyder, general manager of the station, and Oliver Treyz, president of the ABC Television Network. The new channel 4 station will bring a three-network service to the nation's seventh market.

WTAE is owned and operated by Television City, Inc.

Appoint Lowenstein

Larry Lowenstein, director of press information (New York), has been appointed to the newly created post of director of special services, it was announced by Charles S. Steinberg, director of information services for the CBS Television Network. Lowenstein's new position carries the responsibility for special liaison assignments.

AAP's Stock

(*Continued from page* 1)

a suit that UA and others had "interfered in and brought about cancellation" of a deal which would have seen NTA acquiring the controlling interest in AAP from Louis Chesler and Maxwell Goldhar, chairman of the board and executive vice-president of NTA, respectively.

UA said on Friday that NTA has sold its contract for the purchase of 820,000 shares of AAP stock for $2,000,000.

In addition UA reported that the purchase price of its contract with 12 former stockholders of AAP, from whom it bought 700,000 shares of AAP stock, has been modified so as to provide for a flat payment of $11 in cash per share instead of $6 in cash and $6 debentures per share.

UA to Make New Offer

As a result of negotiations with other substantial stockholders of AAP, UA said Friday it contemplates making a new offer to all AAP stockholders of a flat sum of $11 in cash per share in substitution for the previously contemplated plan to offer $6 in cash and a five-year $6 debenture.

In April UA filed a prospectus with the Securities and Exchange Commission outlining a plan to form a new company to be called United Artists Associated, Inc. as a successor to AAP. The 700,000 shares of AAP were purchased last December through Gotham Television Film Corp., which is another subsidiary of UA Corp.

Option Had Been Provided

In the SEC registration statement it was pointed out that Gotham would sell its shares of UAA and that UA Corp. would enter into an agreement to furnish services and funds to UAA. It also said that UA Corp. would have an option to buy UAA stock.

It was learned at the weekend that plans are for UAA to continue with the same executive corps as AAP has at present. This includes Eliot Hyman as president; Kenneth Hyman, vice-president; and W. Robert Rich, general sales manager.

Strassberg Named

Stephen Strassberg has been promoted to director of press information for the American Broadcasting Company, it was announced by Michael J. Foster, ABC vice-president in charge of press information. The appointment is effective Aug. 18. He replaces Hank Warner, who has resigned to join CBS Television.

Strassberg has been assistant director of press information for ABC since January 1957. Previously, he was publicity director of stations WABC and WABC-TV, ABC flagship stations in New York.

HERE IT IS!...

VICTOR MATURE · LEO GENN

TANK FORCE!

THE TITANIC BATTLE OF WORLD WAR II
PRODUCED ON THE ACTUAL NORTH
AFRICAN DESERT BATTLEGROUND
IN CINEMASCOPE
AND TECHNICOLOR!

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ANTHONY NEWLEY · BONAR COLLEANO · ANNE AUBREY and introducing LUCIANA PALUZZ

Written by RICHARD MAIBAUM and TERENCE YOUNG · Directed by TERENCE YOUNG · Associate Producer, PHIL C. SAMUEL · Produced by IRVING ALLEN and ALBERT R. BROCCOLI
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All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

ɔL. 84, NO. 30 NEW YORK, U.S.A., TUESDAY, AUGUST 12, 1958 TEN CENTS

heatres Push Fight

'ress for New .C. Ruling on unday Films

:te Invention of Films ƒter 'Blue Law' Passed

Special to THE DAILY

ꜱPARTANBURG, S. C., Aug. 11. .ttorneys Sam R. Watt and Roy :Bee Smith, representing Spartan-rg theatre interests in their fight ainst South Carolina's "blue laws," d they will ask for a "declaratory lgment" from a local judge to de-mine if motion picture theatres ı be closed on Sunday.

This action is in direct opposition

(*Continued on page 2*)

ion International :helon Realigned

From THE DAILY Bureau

LONDON, Aug. 9 (By Air Mail).— considerable realignment has be-ne effective in the directorial eche-ı of Lion International Films. Ltd. Victor J. Hoare has been appointed ınaging director of the company succession to Ralph Bromhead, ıose services were previously lent to

(*Continued on page 2*)

enate Votes to Extend 'rade Program 4 Years

From THE DAILY Bureau

WASHINGTON, Aug. 11. — The nate approved and sent to the hite House a four year extension the reciprocal trade program.

The measure, which cleared the ouse last Thursday, gives the Pres-ent most of the tariff-cutting au-ority he wanted, and will certainly okayed by him. Film industry aders have been key supporters of is program.

Television Today

6

Albany Drive-In Owners Singing 'Happy Days'; 'Bridge' and 'Sergeants' Lead Hit Parade

Special to THE DAILY

ALBANY, Aug. 11.—Recent grosses at ten drive-in theatres in this area have the owners singing "Happy Days Are Here Again."

A combination of ideal weather and some unusually strong product which attracted new customers is credited for the exceptional grosses.

Two pictures in particular—"The Bridge on the River Kwai" and "No Time for Sergeants" have been standouts. Both films ran at ten theatres a full week; the first at a special rate of 90 cents for adults; the second at regular admission prices. "The Bridge" proved an all-time record breaker at some of the drive-ins, it was reported.

Hansen to Address TOA Convention Oct. 23

Victor A. Hansen, assistant attorney general in charge of the anti-trust division of the Department of Justice, will speak at a luncheon meeting on Thursday, Oct. 23, at the annual convention of Theatre Owners of America in Miami Beach. Acceptance by Hansen of an invitation from TOA to speak was reported yesterday by Mitchell Wolfson, honorary chairman, and S. L. Gillette, Sumner Redstone and J. B. Schuyler, co-chairmen for the convention, which will be held at

(*Continued on page 6*)

18 Countries Enter 2nd S. F. Film Festival

Special to THE DAILY

SAN FRANCISCO, Aug. 11.—With the second annual San Francisco International Film Festival scheduled for October 29 at the Metro Theatre, 18 countries have entered the competition. Last year's local festival was a success despite the lack of official international sanction.

Nations entered to date include Australia, China, Czechoslovakia, Denmark, France, West Germany, Great

(*Continued on page 2*)

Jack Warner Condition Reported as Unchanged

The condition of Jack L. Warner, president of Warner Brothers, who was seriously injured last Tuesday in an automobile accident near Cannes, France, is still serious and unchanged, according to reports received here yesterday.

The executive's injuries, sustained when his sports car collided with a truck, were described as a fracture of the skull and several broken ribs.

P. D. Cochrane Dies; A Founder of Universal

Special to THE DAILY

NEW ROCHELLE, N. Y., Aug. 11. —Funeral services were held here this morning for Philip D. Cochrane, 81, a founder and former vice-president of Universal Pictures, who died Friday at the Whitney Nursing Home. Services today were at the George T. Davis Memorial Home.

Cochrane had been ill for a long

(*Continued on page 3*)

Today Is 'DeMille Day'; Producer Is 77

From THE DAILY Bureau

LOS ANGELES, Aug. 11. — Tomorrow has been proclaimed "Cecil B. DeMille Day" here by the City Council of the City of Los Angeles in a resolution introduced by Councilman Edward R. Roybal and adopted by the Council Friday. The action marks the occasion of DeMille's 77th birthday.

Cecil B. DeMille

The resolution honors the film pioneer for his continued position as "a dynamic, inspirational, and integral part of the industry he helped to launch," and for "the inspirational and reverential content of his films."

Presentation of the resolution to DeMille will take place tomorrow at a birthday luncheon in his honor at the Paramount Studio.

Night Session Held

Senate Argues Tax Bill; See Passage Today

Little Opposition to Film Excise Cut Noted on Floor

By J. A. OTTEN

WASHINGTON, Aug. 11. — The Senate, up until 11 P.M. tonight, strove for final approval of the bill exempting the first $1 of ticket charges from the 10 per cent Federal admissions tax. With adjournment tonight it was believed that approval will be forthcoming when debate is resumed tomorrow.

Following Senate action, the bill would go to a Senate-House conference, where the final decision on the admissions tax provision must be made. The House version of the bill contains no change in the present law, which exempts tickets costing 90 cents or less but makes the more expensive tickets fully taxable.

Robert W. Coyne, of the Council

(*Continued on page 2*)

Paramount Sets 7 For Fall Shooting

From THE DAILY Bureau

HOLLYWOOD, Aug. 11. —Paramount Pictures announced yesterday it will place seven major films into production during the 1958 fall quarter, in preparation for what it calls "its most active filming period in a decade." Two other pictures are now in work, and a third was completed last week.

Set for the fall are Perlberg-Seaton's

(*Continued on page 2*)

Warners Has 9-Months Loss of $184,000

Warner Bros. Pictures and subsidiary companies for the nine months ending May 31, had a net loss of $2,684,000, representing a loss of $184,000 after an estimated carry-back credit of $550,000 for Federal income taxes and a provision of $100,000 for contingent liabilities, and a

(*Continued on page 2*)

PERSONAL MENTION

JONAS ROSENFIELD, Jr., Columbia Pictures executive in charge of advertising-publicity, will leave here today for Minneapolis.

•

Samuel Rosen, executive vice-president of Stanley Warner Corp., has become a grandfather for the six time with the birth of a son, **Jonathan Jacob**, at Flower Fifth Avenue Hospital yesterday to his daughter-in-law, **Mrs. Charles T. Rosen**, of Whitestone, L. I.

•

Allen M. Widem, of the "Hartfard Times," will leave the Connecticut capital on Friday for Los Angeles.

•

Beverly E. Ritter, of Screen Gems, will be married on Sunday at Miraculous Medal Church, Ridgewood, Queens, to **Eugene T. McAvoy**, of CBS.

•

Richard Dowdell, booker for Universal Pictures in Cleveland, has returned there following two weeks of reserve military duty at Fort Knox Ky.

•

Lou Cohen, of Loew's Poli Theatre, Hartford, will leave there at the weekend for Dallas.

•

Rickie Labowitch, secretary of the Motion Picture Exhibitors Association, Cleveland, has left there for a vacation in Buffalo and Canada.

Paramount Sets 7

(*Continued from page 1*)

"But Not for Me"; "The Hangman"; Pennebaker Productions' "Guns Up!"; Hal Wallis' "Don't Give Up the Ship"; Shavelson-Rose's "The Five Pennies"; Ponti-Girosi's "Heller with a Gun"; and "The Mountain Is Young." Currently shooting is "The Trap" in Hollywood and "That Kind of Woman" in New York.

Film Services Move

MILWAUKEE, Aug. 11. – Film Service and Milwaukee Film Center, operated by Oliver and Ray Trampe, have moved to new and larger quarters here at 620 East Mason Street so both companies can be under one roof.

Allied Artists, which has had its exchange in the same office with Film Service, will move on Sept. 1 to the Universal office on State Street.

Sunday Films

(*Continued from page 1*)

to the views of attorney general T. C. Callison, who ruled Aug. 6 that theatre openings are illegal on the Sabbath.

The declaratory judgment will decide if motion pictures are included in Section 64-1 of the Code of Laws. This section, which dates back to 1716, prohibits "bear-baiting, bull baiting, plays and interludes."

Watt and Smith contend that films were invented after the act was passed and want a judgment to that effect.

The attorney-general says Sunday movies are controlled by Section 5-103 of the Code. This prescribes it is unlawful to show films in cities with certain populations according to the 1940 census.

Video Favored

He also ruled television may show movies, along with sports events on Sunday. Sports events have long been outlawed on the Sabbath.

Attorney Watt said the motion picture interests have no intention of attempting to close other businesses, even if they do operate in defiance of the law.

"We want to be treated fairly and not discriminated against," he declared.

Watt added that his group would "abide by the law" and "proceed in an orderly manner until the law can be clarified by the court."

Lion International

(*Continued from page 1*)

Lion International as managing director by arrangement with Independent Film Distributors Ltd.

Bromhead, who is deputy managing director of John Woolf's Independent Film Distributors and has recently been appointed managing director of British Commonwealth Film Corporation, has been invited to assume the position of chairman of Lion International, which he has accepted.

At the same time it is announced that British Lion Films Ltd. have acquired the 50 per cent stockholding in Lion International which was previously owned by Independent Film Distributors, so that Lion International is now a wholly owned subsidiary of British Lion.

'Doll' Bow in Milwaukee

"China Doll," Romina Productions' drama of the war in China, starring Victor Mature, will have its American premiere at the Palace Theatre in Milwaukee on Aug. 13, it was announced yesterday by William J. Heineman, United Artists vice-president in charge of distribution. The film will introduce LiLi Hua, Oriental newcomer, to the American screen.

Schulbergs Introduce Everglades Picture

By FLOYD STONE

Budd and Stuart Schulberg yesterday morning at Warners' talked to trade writers about "Wind Across the Everglades" and then screened it.

They added "Wind" to the title Budd gave the screenplay. A Warner executive advised them audiences might feel it's a travelogue. They enjoyed making the picture, but not Florida weather. Winter visited, and stayed. They went over the schedule about one month, and over the budget by $250,000. Shot from October through January, the picture now cost $1,400,000. They're opening it August 20 at the Beach, Miami Beach; the Gables, Coral Gables; and the Olympic, Miami; and then in 150 other southern towns.

Fishing Trip Inspired Schulberg

The picture, they said, is the first about the Everglades, in color, and about its past. Budd Schulberg, fishing there about ten years ago, interested himself in the background, and a year and a half ago immersed himself in the research and began the writing.

They know exhibitors want star names, but they feel audiences yearn for new faces; and that's what they have, they said—especially star Christopher Plummer. "One of the really great new actors."

Their plans? Budd's "The Disenchanted" opens on Broadway December 3, and the brothers "may" make it on film. They also have bought "The Bridge at Remagen."

Do writers make good producers? "Sometimes."

18 Countries

(*Continued from page 1*)

Britain, Greece, Hungary, India, Israel, Italy, Japan, New Zealand, Poland, Spain, Sweden and the United States.

Charitable, scholastic and social organizations have announced sponsorship of individual days of the festival. The American Association of the United Nations will play host on the last night with a reception in the rotunda of city hall on Nov. 11 where the winners of the competition will be announced.

Among the other organizations who will cooperate in the sale of tickets are: World Affairs Council, National Council of Jewish Women, the Three San Francisco Museums—De Young, Legion of Honor and Museum of Art, the S. F. Film Society, the alumnae groups of Mills and Bennington Colleges, the "Little Jim" club of Childrens Hospital, Planned Parenthood Association Inc., the University of San Francisco and the Diabetic Youth Foundation.

Tax Relie

(*Continued from page 1*)

of Motion Picture Organizations, is town here contacting House confer in an effort to secure a favorable v dict. There were reports that Tre ury Department officials would hard to have the Senate provisi eliminated in conference.

The excise bill was taken up the Senate this afternoon, with t admissions tax provision barely me tioned during a lengthy debate th dealt mainly with taxes on liquor a oil.

If the Senate bill becomes law its present form, the increased a missions tax relief would be effecti on Jan. 1 and would cost the Tre ury approximately $21,000,000 a ye in lost revenue. Actually, under provisions, tickets up to $1.05 wou be tax-free since the tax applies or to each major fraction of 10 cents a five cents is not considered a ma fraction.

Warners Has Loss

(*Continued from page 1*)

special provision of $2,500,000 f estimated loss on advances to inc pendent producers, the company sa yesterday.

For the nine months ending Ju 1, 1957, the company reported a n profit of $3,174,000 after a provisi of $2,900,000 for Federal inco taxes and after a provision of $17 000 for contingent liabilities.

Film rentals, sales, etc. amount to $48,038,000; dividends from f eign subsidiaries not consolidat were $1,204,000; and profit on sa of capital assets was $833,000 for t nine months ending May 31, 1958, compared with $57,981,000, $237,0 and $220,000 respectively, for t corresponding period last year.

NEW YORK THEATRE

RADIO CITY MUSIC HALL
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Mass Bookings Set For 'Jaw' in London

From THE DAILY Bureau

LONDON, Aug. 9 (By Air Mail).—h Century-Fox will release "The eriff of Fractured Jaw," starring nneth More and Jayne Mansfield, the Christmas holiday season to lependent theatres in northwest and d south London for a minimum of nine days, J. F. Pattinson, naging director for 20th-Fox here, nounced at a press conference. The n will be seen also in the same iod in key provincial cities and liday resorts beginning on Dec. 26.

This is a continuation of the mass-ease extended run policy initiated e by Fox. Exhibitors generally are ling in line with the idea, Pattin- said, and the policy "has paid dividends for all concerned."

Yule Problem Cited

Explaining the plan for "The eriff," Pattinson pointed out that week before Christmas has always en bad for business and presented problem to both distributors and ibitors. "The Sheriff," he claimed, ideal family entertainment. 20th-x accordingly had decided to make available to family audiences at a ne when in previous years no such e film was commonly on offer.

The company, Pattinson said, had cussed the plan with its principal lependent customers—including the ipman and King, Essoldo and Gra-da Groups—who had promised their thusiastic support. The film would ve had an even wider pre-release re it not for the economic problem sing in print costs, he added.

Heavy Promotion Planned

A special publicity campaign is to launched to inform the public of e scheme. Producer Danny Angel, d Pattinson, is working on an ap-opriate trailer, and Kenneth More s promised to make personal ap-arances not only in London but in e provinces.

"The Sheriff of Fractured Jaw" ll have a conventional West End ening at the Carlton Theatre dur-g the first week of November, but th-Fox is banging big on its special ristmas release.

ritish Group Protests quip. Duties Change

From THE DAILY Bureau

LONDON, Aug. 9. (By Air Mail)—ne Kinematograph Manufacturers' sociation has made strong protest the Board of Trade here against oposed changes in the Canadian port duties on motion picture equip-ent. The Association claims that the anges, if approved, would put itish exporters at a great disadvan-ge with the U.S. when the difference advertising expenses and delivery sts are compared.

"We are asking that the proposed anges shall not take effect," said officer of KMA. A Board of Trade okesman said that the protest is der consideration.

Philip Cochrane Dies at 81

(*Continued from page 1*)

time. At the time of his retirement from the film industry in 1937 he was vice-president in charge of advertising, publicity and exploitation for Universal. His brother, Robert, is a former president of the company.

Philip Cochrane, who was known to the trade as P.D., was born in Wheeling, W. Va. He began his career as a reporter on the "Toledo (Ohio) Bee." In 1904 he and his brothers, Robert and Witt, opened the Cochrane Advertising Agency in Chicago.

Teamed with Laemmle

It was through their agency that they first came into contact with Carl Laemmle, who at that time was manager of the Stern Company's store in Oshkosh, Wis., one of the Cochrane brothers' accounts. Shortly afterwards the brothers entered the motion picture industry with Laemmle through the joint purchase of three Chicago theatres.

Out of this partnership came the Independent Motion Picture (IMP) Co., which in 1912 was amalgamated with several other concerns under the Universal banner. The company was a pioneer in the "star system." It hired Florence Lawrence for $1,000 a week and billed her as "Queen of the Screen." The Cochrane brothers also bought the rights to Paul Rainey's wild animal picture which they exhibited in legitimate theatres at a $2 admission.

Established Universal City

Philip Cochrane was instrumental in establishing Universal City on the outskirts of Hollywood. He traveled between the Coast and New York to promote early horror, serial and educational films, including "The Hunchback of Notre Dame," "Phantom of the Opera," "All Quiet on the Western Front," "Frankenstein," and "100 Men and a Girl."

Also surviving, in addition to his brother Robert of New Rochelle, are his widow, the former Jessie North; a son, Philip D., Jr. of Eastchester, with whom he resided; a daughter, Mrs. W. James Callahan of Eastchester; a sister, Mrs. Mary Chapman of Toledo; seven grandchildren and two great grandchildren.

Loew Abandons Plan For Conn. Drive-in

Special to THE DAILY

NEW HAVEN, Aug. 11. – E. M. Loew has abandoned his three-year battle to erect a drive-in theatre on a 12-acre site which he owns on Amity Road. Construction of a shopping center to occupy the plot will begin on Sept. 15.

Loew's original plans were thwarted by the New Haven board of Police Commissioners after he had obtained a decision from the State Supreme Court here, forcing building inspector Henry G. Falsey to grant him a building permit. The commissioners then insisted that Loew meet certain traffic conditions, following which Loew abandoned the project.

'Hunters' Bow a Benefit For Air Force Aid Unit

The Air Force Aid Society will benefit from the gala New York premiere showing of 20th Century-Fox's "The Hunters" on Aug. 26 at the Paramount Theatre. The Society provides emergency assistance for Air Force personnel and their families.

The festive opening will be attended by stars of films, stage and television, in addition to an array of prominent Air Force and U. S. military officials from Washington. It is planned to have the ceremonies covered by national radio and television networks.

Mrs. Yetta Katz, 74

MILWAUKEE, Aug. 11.—Funeral services were held here yesterday for Mrs. Yetta Katz, 74, mother of Ben Katz, Universal Pictures' Midwest advertising and publicity representative. Mrs. Katz died after a lengthy illness.

'Matchmaker' Premiere At Paramount Tonight

The gala premiere of Paramount's "The Matchmaker," to be held here tonight at the Little Carnegie Theatre, will draw scores of celebrities from all walks of life. Among the entertainment luminaries who will attend are Sophia Loren, Thornton Wilder, Barbara Nichols, George Sanders and Keenan Wynn, as well as Mr. John, of millinery fame.

Paramount Pictures executives who will be on hand include Barney Balaban, Adolph Zukor, George Weltner, Paul Raibourn, Jerome Pickman, Russell Holman, Hugh Owen, Robert Rubin and Sidney Deneau.

With the Beth David Hospital Fund of the Associated Millinery Men designated as premiere beneficiary, the opening will be marked by a stage showing of 20 new ladies hat styles contributed by 14 leading designers. Stage and screen stars Julie Newmar, Barbara Nichols, Greta Thyssen, Diana van der Vlis and Gretchen Wyler will model the millinery creations, and Merv Griffin, CBS television star, and Jon Whitcomb, famous artist and illustrator, will officiate at their unveiling.

Sendoff for Houlihan

ALBANY, N. Y., Aug. 11. – Seventy representatives of exhibition and distribution at a dinner tonight at the Ten Eyck Hotel bade farewell to Daniel R. Houlihan, whom Paramount had promoted from Albany branch manager to Boston branch manager. At Houlihan's suggestion, a check representing a collection for an elaborate farewell gift was turned over to the local Variety Club for its fund to support Camp Thatcher for Boys.

PEOPLE

Alan Wieder, formerly advertising-publicity representative for M-G-M, has joined Motion Picture Distributing Corp. as vice-president in charge of public relations, it was announced jointly yesterday by **Sam Nathanson**, president, and **Jack Miles**, executive vice-president in charge of production. **David L. Berger** has been elected secretary-treasurer in charge of all financing.

☐

Lois Weber, who for the past two years has been associated with Rogers, Cowan and Jacobs, has been named publicity director for United Artists' "Solomon and Sheba," Biblical epic to be produced by **Edward Small** in association with **Ted Richmond** and **Gina Lollobrigida**.

☐

John R. Patno, Jr., who has been manager of the Strand Theatre, Holyoke, Mass., has been named managing director of the Paramount Theatre, Springfield, Mass., succeeding **Edward A. Smith**, who has retired after 19 years in the post. **E. A. LaRocque**, Patno's assistant at the Strand, has been named acting manager.

☐

Stefi Sheldon has been placed in charge of sales in the European and Latin American territories for ATA Trading Corp., distributors of the product of American International Pictures.

Conn. MPTO Holding Golf Tournament Today

Special to THE DAILY

HARTFORD, Aug. 11. – Upwards of several hundred representatives of exhibition and distribution from Atlantic Seaboard cities are expected at tomorrow's annual golf tournament of the MPTO of Connecticut.

The unit, after many years at Racebrook Country Club, Orange, has moved its annual function to Mill River Country Club, Stratford. Day's activity includes luncheon, golfing, putting, dinner and traditional industry gossiping.

Dinner guest is Alex Harrison, vice-president and sales manager of 20th-Fox, with George H. Wilkinson, Jr., owner of the Wilkinson Theatre, Wallingford, and MPTO president, and Harry Feinstein, New England zone manager, Stanley-Warner Management Corp., functioning as co-chairmen.

Corp. Certificate Filed

HARTFORD, Aug. 11.—Centerbrook Amusement Co., Inc., a new Essex, Conn., corporation, has filed a certificate of incorporation, listing starting capital stock, $30,000; authorized capital stock, $100,000; incorporators, Alfred E. Burdick, Ivoryton, Conn.; L. R. Phillips, Centerbrook; and George Pagano, Ivoryton.

"**The Matchmaker**"

marries frisky fun to fabulous grosses–

A BARREL OF FUN FOR THE PUBLIC...A BARREL OF MONEY FOR YOU!

and the honeymoon has started from coast to coast!

CHICAGO ESQUIR

"F

PHILADELPHI

"A very funny f

LOS ANGELES

"F

NEW YORK LIT

.NEW ALL-TIME RECORD FOR OPENING WEEK!

ter—an outright farce, presented with style!"

—CHICAGO SUN-TIMES

HEATRE

...CROWDS AROUND THE CLOCK!

Booth and Anthony Perkins tremendously funny!"

—PHILADELPHIA NEWS

EATRE

...IN FOR AN EXTENDED ENGAGEMENT OF LAUGHS!

he type that made 'Charley's Aunt' world-famous!"

—LOS ANGELES MIRROR NEWS

THEATRE

...OPENS TOMORROW FOR A LONG, LONG RUN!

Paramount presents
THE DON HARTMAN PRODUCTION OF

The Matchmaker

starring

SHIRLEY BOOTH · ANTHONY PERKINS
SHIRLEY MacLAINE · PAUL FORD

l by Joseph Anthony · Produced by Don Hartman · Screenplay by John Michael Hayes
From the Play by Thornton Wilder VISTAVISION®

REVIEWS

Flaming Frontier

Regal—20th-Fox—Regalscope

HARTFORD, Aug. 11

Bruce Bennett, whose screenland career goes back to the days when the late, great Douglas Fairbanks Sr. cast him in a Tarzan picture, is the best-known, and most capable performer in this routine treatment of an Indian uprising. It's been accorded the Regalscope process, plus the advantageous presence of a score of newcomers, all spirited indeed. Louis Stevens wrote the script.

Sam Newfield is listed as producer and director and he strives mightily to incorporate as much vital entertainment values as attainable.

Half-Indian Bruce Bennett is dispatched (time is post-Civil War) by the Union Army to remote Minnesota fort to effect peace with the rampaging Sioux. Not long after arrival, Bennett learns that fort commander Jim Davis, working in cahoots with Indian agents Cecil Linder and Ben Lennick, on some unsavory deals, isn't particularly overjoyed at the government man's intrusion. Moreover, Davis' estranged wife (Canadian player Paisley Maxwell), shows more than casual interest in handsome captain Bennett. Davis and his colleagues finally goad uneasy Indians into more attacks, climax of which finds this villainous threesome killed off, Bennett and Miss Maxwell preparing to start life anew. Running time, 70 minutes. General classification. Release, in August.

A. M. W.

Cop Hater

United Artists

HOLLYWOOD, Aug. 11

Produced and directed in New York, with noteworthy touches of realism by William Berke, this hard-hitting drama of a police killer on the loose deserves exploitable effort, and preferred playing time. The names of Robert Loggia, Gerald O'Loughlin, Ellen Parker and Shirley Ballard are unfamiliar to most moviegoers, but their performances will make a marked impression on audiences.

Based on a novel by Ed McBain, the screenplay by Henry Kane captures the atmosphere of a police precinct. The story deals with the resentment by a police inspector of a meddlesome newspaperman who instigates sensational front page stories as a result of the unsolved murders of two policemen, one colored and one white.

When O'Loughlin becomes the third victim of the police killer, Loggia, assigned to hunting down the maniac, manages to piece some information together in time to catch the killer at his girl friend's apartment, saving her and himself from becoming the next victims. Loggia secures a confession from the killer that he was hired by O'Loughlin's wife, Shirley Ballard, to do away with O'Loughlin, but killed the other two policemen by mistake. Miss Ballard admits her hatred for cops and her unhappiness at being married to one.

Running time, 75 minutes. Adult classification. Release, in September.

SAMUEL D. BERNS

Hansen-TOA

(*Continued from page 1*)

the Americana Hotel from Oct. 21 to 25.

Hansen has been head of the anti-trust division since 1956 and has had responsibility for enforcement and interpretation of the film industry Consent Decree. In accepting the TOA bid to speak, Hansen said he would be interested in speaking to the exhibitors "because I feel that before such a group the problems confronting the Justice Department and the motion picture industry generally and the theatre owners particularly can be effectively presented."

Subject 'Suggested'

In extending its invitation to Hansen, TOA told him the subject of his talk, would, of course, be left entirely "to your discretion, though we hope it would be devoted, at least in part, to the motion picture industry which has been so vitally affected by the Department of Justice decisions. Particularly in view of the current industry discussions about the Consent Decree, any mention you might make in your address of the Department's philosophy and thinking on the requests of former affiliated circuits to produce and distribute motion pictures with pre-emptive rights for showing in their own theatres, would be of the greatest interest to the exhibitor leaders who will hear you."

Four New Memberships In TOA Are Announced

Four new memberships in Theatre Owners of America were announced here yesterday.

They are: Mrs. Grace Piccione, operator of the Apollo Art Theatre in St. Louis, Mo.; Max Reinhardt, president of Max Reinhardt Enterprises, Inc., operators of the South 11 Drive-in Theatre in Greenville, N.C.; John Hackney, operator of the Hub Drive-In Theatre of Covington, Ga.; and John T. Puma, operator of the Hampton Arts Theatre, Westhampton Beach, Long Island, N.Y.

Mrs. Piccione was signed for membership by George G. Kerasotes, senior assistant to the president; Reinhardt and Hackney by George Roscoe, TOA field representative; and Puma by Albert Floersheimer, director of public relations.

Take Over Three

MILWAUKEE, Aug. 11. – Marcus Theatre Management Co. here has taken over the Mikadow, Capitol and Strand theatres in Manitowoc formerly operated by R. Guiterman. At the present time the Strand theatre is not in operation.

Television Today

TV Commercials, Inc. At Paramount Studio

From THE DAILY Bureau

HOLLYWOOD, Aug. 11.—Television Commercials, Inc., a new organization to produce television commercials and industrial films, will make its headquarters at Paramount Sunset Studio, it was jointly announced by Jim Schulke, vice-president and general manager of Paramount Sunset Corp., and Harry W. Loud, president of the new organization.

Other officers of Television Commercials, Inc., are Virgil E. (Buzz) Ellsworth, vice-president; and Hal Elias, secretary-treasurer.

All three formerly were at M-G-M where Loud was in charge of the trailer department, Ellsworth was head of that studio's television commercial setup, and Elias formerly headed the cartoons and shorts department and for the past year has been in Ellsworth's organization there.

Buys Brit. Films

Station WTOP-TV, Washington, D. C., has purchased Trans-Lux' Encyclopaedia Britannica Films, it was announced by Richard Carlton, sales vice-president of Trans-Lux television Corp. WTOP-TV's acquisition is for a five-year period and the station will start scheduling E. B. Films for their "Ranger Hal" show (8:00 to 10:00 A.M., Monday to Friday) immediately.

AB-PT Dividend

Leonard H. Goldenson, president of American Broadcasting-Paramount Theatres, Inc., announced yesterday that the board of directors declared the third quarterly dividend of 25 cents per share on the outstanding preferred stock and 25 cents per share on the outstanding common stock of the corporation, payable Sept. 15, 1958, to holders of record Aug. 22.

Poitier Here on Tour

Sidney Poitier has arrived in New York to start an extensive schedule of 17 TV and radio appearances in behalf of United Artists' "The Defiant Ones."

'Alphabet Conspiracy' 2nd Bell System Film

"The Alphabet Conspiracy," a stor of linguistic science, will be the sec ond hour-long color film in the Be System Science Series being produce by the Commercial and Industria Films Division of Warner Bros. Pic tures, Inc.

Dr. Frank C. Baxter, University o Southern California, educator, lectu er and humorist, will be the centra figure in the film, in which Dr. Han Kurath of the University of Michiga will portray himself. Dr. Kurath con ducted much of the research for "Lin guistic Atlas of the United States, containing thousands of maps show ing those areas in which certain word and pronunciations are used.

Performers appearing with the sc entists will include Hans Conric Buster Keaton, Cheryl Callaway, Do lores Starr, Stanley Adams and Short Rogers.

"The Alphabet Conspiracy" is be ing produced by Owen Crump an directed by Robert Sinclair, with Wa ner Bros. vice-president Jack M. Wa ner as executive in charge for th studio.

Gill Named to Head Good Practices Unit

From THE DAILY Bureau

WASHINGTON, Aug. 11.—Cli Gill, vice-president of KBIG in Ho lywood, Calif., was named chairma of the Standards of Good Practic Committee of the National Associa tion of Broadcasters. Other membe named by president Harold E. Fe lows were:

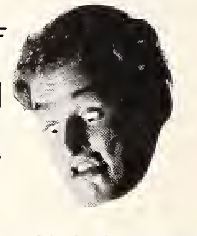
Carleton D. Brown, WTVL, Wate ville, Me.; G. Glover DeLane WHEC, Rochester, N. Y.; Ralp Evans, WOC, Davenport, Ia.; Pa R. Fry, KBON, Omaha, Neb.; Fran Gaither, WSB Radio, Atlanta, Ga James L. Howe, WIRA, Fort Pierc Fla.; William B. McGrath, WHDH Boston, Mass., and Cecil Woodlan WEJL, Scranton, Pa.

The Standards of Good Practic Committee establishes guideposts fo tenets of performance for radio sta tions.

Received your favorite necktie?
A rope around your neck!

COMPLIMENTS OF
THE FIEND WHO WALKED THE WEST

A new kind of thrill sensation against a new kind of background!



All
the News
That
s News

MOTION PICTURE DAILY

Concise
and
to the
Point

. 84, NO. 31 NEW YORK, U.S.A., WEDNESDAY, AUGUST 13, 1958 TEN CENTS

Senate Passes Excise Bill Freeing First $1 from Tax

Measure Must Now Go to Conference, Where House Opposition Is Expected; Compo Ready with Promotional Drive

By J. A. OTTEN

WASHINGTON, Aug. 12. – The Senate tonight approved a bill lifting the 10 per cent Federal admissions tax from the first $1 of ticket charges. The measure now goes to a Senate-House conference for a final decision.

The admissions tax provision was included by the Senate in a comprehensive excise tax amendment bill. The House-passed version of the bill makes no change in the present admissions tax. Right now, tickets costing 90 cents or less are tax-free, but tickets costing over 90 cents are fully taxable. Under the Senate bill, the first $1 would be tax-free no matter how much the ticket cost; the tax

(*Continued on page* 2)

urt Acts

rant AB-PT etition for l. Theatre

reme Court Ruling on e Is Still Awaited

w York Federal Judge Edmund almieri yesterday signed an order ing American Broadcasting-mount Theatres the right to reac- the Grove Theatre, in Elgin, which it had previously divested r the Consent Decree.

anting of the circuit's petition contingent upon AB-PT's having sented in open court" to waive ight to acquire or rebuild a re-ment for the former Rialto Thea- also in Elgin, which was de-ed by fire in 1956. This was ned necessary by the court so

(*Continued on page* 4)

3 Records Sales Staff, stribution Net Set

arner Bros. Records, Inc., form- six months ago as a wholly-ed subsidiary of Warner Bros. ures, has completed the organiza- of its entire sales and distribu- network in the United States, ada and Hawaii and will enter the rd market with 12 new albums hursday, September 4, it was an-nced yesterday by James B.

(*Continued on page* 4)

rrison, Levy Guests Connecticut Golfers

Special to THE DAILY

TRATFORD, Conn., Aug. 12.–e 200 representatives of the film istry along the Atlantic seaboard nded today's annual golf tourna-t of the Motion Picture Theatre

(*Continued on page* 4)

elevision Today Page 5

'Strong Possibility' NT to Give Up Roxy

Reports that National Theatres will give up its lease to operate the Roxy Theatre here sometime this fall, upon completion of the run of "Windjammer," were termed a "strong possibility" here yesterday by a spokesman for Rockefeller Center, Inc., owners of the theatre. NT has the right to cancel its lease, which still has more than three years to go, it was learned.

Should NT take advantage of this

(*Continued on page* 4)

Top Hollywood Figures In Tribute to DeMille

By SAMUEL D. BERNS

HOLLYWOOD, Aug. 12. – Addressing 125 members of press, associates and friends attending a special Paramount studio luncheon in celebration of his 77th birthday, Cecil B. DeMille spoke of motion pictures as the "first world theatre" in which he felt privileged to have had a trail-

(*Continued on page* 5)

Warner's Improvement Is Reported as Slow

Improvement, slow but perceptible, is reported from Cannes, France, in the condition of Jack L. Warner, president of Warner Brothers, who was seriously injured on Aug. 5 when his car collided with a truck on a road of the Riviera. His injuries at that time were described as a fracture of the skull and several broken ribs.

After several days on the critical list Warner's condition changed slightly for the better. During the past three days, it is reported, he has slept fairly well and is taking nourishment.

REVIEW:

Cat on a Hot Tin Roof

Avon Prod.—M-G-M

EXCEPT FOR deletion of some of the saltier dialogue and a change in detail here and there, Tennessee Williams' famed stage play, "Cat on a Hot Tin Roof," has been brought to the screen by M-G-M virtually intact.

This means that exhibitors have in it an attraction for those patrons who like their drama strong and bold. For the author of "A Streetcar Named Desire" and "Baby Doll" has been characteristically relentless in telling here another story of neurosis and greed in a wealthy family in the modern-day South.

"Cat on a Hot Tin Roof" is not a pioture for theatregoers out for a gay evening on the town. Nor is it a picture for the kiddies. The obscene "elephant joke" of the stage play may be missing, but most of the other frank and explicit talk about sex is still there. A spade is not only called a spade in this drama but on occasion something more explicit than that.

From a commercial standpoint the picture's major assets are in three

(*Continued on page* 4)

Coyne Lauds Aides In Tax Relief Drive

From THE DAILY Bureau

WASHINGTON, Aug. 12.–Robert W. Coyne, special counsel of the Council of Motion Picture Organizations, who led the drive for approval of the admissions tax relief bill, today paid high tribute to the industry executives who aided in the campaign. At the same time he voiced the reminder that much has still to be done

(*Continued on page* 2)

Schwalberg Elected Waverly Vice-President

The election of A. W. Schwalberg as vice-president in charge of sales and distribution for Waverly Productions, Inc., was announced yesterday by Benedict Bogeaus, president. Schwalberg will first handle two films Waverly has completed and is now readying for release, both produced jointly with RKO Radio Pictures. The pictures are "Enchanted Island" and "From the Earth to the Moon."

Final releasing arrangements for the films will be set up by RKO as soon as editing is completed, it was stated.

PERSONAL MENTION

Joseph R. Vogel, president of Loew's, Inc., left New York yesterday for London via B.O.A.C.

•

Ernest G. Stellings, president of Theatre Owners of America, arrived in New York last night from Charlotte.

•

Leland Hayward, producer, left here yesterday for Bermuda via B.O.A.C.

•

Mrs. William Madden, wife of the Philadelphia branch manager for M-G-M, has given birth to a son, **Michael**.

•

Nancy Lourie, daughter of **Al Lourie**, Boston exhibitor, was married this week at the Temple Beth El, Belmont, Mass., to **Gerald Levine** of Brookline.

•

Audrey Cohen, daughter of **Leon Cohen**, operator of the Vine Street Screening Room in Philadelphia, has become engaged to **Lee J. Kinberg** of Allentown, Pa.

•

Anne Bruce, of the Fruchtman Theatres office in Baltimore, was married in Washington to **Rolando de Avila**.

•

Jack Jaslow, veteran projectionist at the Fox Theatre, Philadelphia, has become a grandfather with the birth of twins to his daughter, **Mrs. Bertram J. Channick**.

Four Eastern Openings For 'Big' This Week

"The Big Country," William Wyler-Gregory Peck production, has been set for four Eastern pre-release openings this week. It will open in Atlantic City at the Roxy Theatre today, in Baltimore at the Hippodrome Theatre, in Philadelphia at the Stanley Warner Theatre and in Boston at the Orpheum Theatre, all on Thursday.

Peck is currently making a coast-to-coast personal appearance tour to back the August regional openings of his film, which is being released by United Artists.

Israel Yellin Dies

Funeral services will be held today at 2:15 P.M. at the Riverside Memorial Chapel for Israel Yellin, who died Monday at his home here. Yellin was the father of Jack Yellin, Stanley Warner executive. He is also survived by his widow Sarah, a daughter, four sisters and three brothers.

Coyne Lauds

(*Continued from page 1*)

before the bill can be enacted into law.

"We are not out of the woods yet," said Coyne, and added, "The bill must go to conference, and until the conferees have agreed to keep the amendment we have not won our victory. I am hopeful, however, that the conferees will confirm the Senate's action, as the need for tax relief for our industry is evident and the amount of money which this reduction will remove from the Government's admission tax income is not big. We estimate, in fact, that the new exemption would cost the Treasury no more than $21,000,000.

"On this latest of COMPO's tax campaigns, several industry figures have been of enormous help. Bob O'Donnell, chairman of the COMPO tax committee; Pat McGee of Denver, 'Deacon' King of Arkansas, Manny Frisch and Harry Brandt of New York, Sam Pinanski, Marty Mullin and Frank Lydon of Boston, Edgar Doob and Lewis Black of Delaware, as well as others all over the country, have been of great assistance.

"Indeed, there is nobody in our business whom we have called upon for help who has not responded quickly, intelligently and effectively. Tax committees in every state have presented the case for tax relief to both their Congressmen and Senators, and to them the industry owes a debt of gratitude."

Promote 'Colonel'

Columbia Pictures will today adopt an unusual means to pre-sell via radio when it heralds the arrival of Danny Kaye in town 12 days before his film, "Me and the Colonel," premieres at the Odeon and Fine Arts theatres. Time has been purchased on every one of station WINS' newscasts throughout the day for the following announcement: "Danny Kaye arrives in New York tomorrow in connection with his new picture 'Me and the Colonel'."

Academy-Award Night Changed to Monday

From THE DAILY Bureau

HOLLYWOOD, Aug. 12. – George Stevens, president of the Academy of Motion Picture Arts & Sciences, announced today that the 31st annual Academy Awards will be held Monday, April 6, 1959, at the RKO Pantages Theatre here.

Selection of the Monday night date was decided upon to accommodate exhibitors, who complained that Wednesday nights, used heretofore, hurt the best midweek boxoffice period.

M-G-M Sets 'Cat' for 100 Labor Day Dates

M-G-M's "Cat On A Hot Tin Roof" will be given a "blockbuster" release with openings in over 100 key cities for Labor Day, it was announced yesterday by John P. Byrne, General Sales Manager. The film will go into general release in September.

Most of the first 100 openings will be on the 27th, 28th, 29th to take full advantage of the business potential prior to the holiday weekend. The bookings are in addition to the opening set for Radio City Music Hall following the run of "The Reluctant Debutante."

From Coast to Coast

Among the first 100 key openings throughout the country are these: Boston, State; Buffalo, Tech; Cincinnati, Keith Albee; Columbus, Broad; Cleveland, State; Detroit, Adams; Indianapolis, Loew's; Louisville, United Artists; Pittsburgh, Penn; Omaha, State; Milwaukee, Riverside; Chicago, Chicago; Salt Lake City, Capitol; San Francisco, Warfield; Memphis, Palace; New Orleans, State; Washington, Capitol; Dallas, Majestic; Houston, State; Denver, Orpheum; Kansas City, Roxy; Oklahoma City, Midwest; St. Louis, State; and Toronto, Yongestreet.

Drink your tomato juice before it clots!

COMPLIMENTS OF

THE FIEND WHO WALKED THE WEST

A new kind of thrill sensation against a new kind of background!

Pass Tax Bil

(*Continued from page 1*)

would be levied only on the c in excess of $1.

Officials of the Council of Mot Picture Organizations, jubilant o the Senate action, were already work on the House conferees in attempt to nail down the Senate cision.

The outlook for conference app val of at least some additional relief is improved by the fact t Senator Kerr (D., Okla.), author the admissions tax provision in Senate Finance Committee, will a key conferee. On the other hand, Treasury is certain to fight the pro sion because of an estimated $21,0 000 annual revenue loss, and th have been disturbing reports t House Ways and Means Commit chairman Mills (D., Ark.) is sy pathetic to the Treasury point view.

No Date for Conference

No time has yet been set for conference to meet. Chances are will not meet for at least a couple days. Prospects that Congress now be in session for at least part next week take much of the press off an early conference.

The Senate is proceeding to c sider two other tax bills—a big te nical revision bill and a small b ness tax relief measure—and the c ferees may wait until both these b been passed before meeting on excise bill.

Peculiarly enough, the admiss tax amendment was barely mentio during the two days of debate on excise bill, even though it invo half the revenue loss in the Se bill. Most of the two days' de was devoted to provisions dea with liquor, oil, parochial sch and other subjects.

Passed by Voice Vote

Final passage of the bill c shortly before six o'clock, on a v vote. There never was any sepa Senate vote on the admissions provision. Under the Senate bill, tax relief would be effective 1, 1959.

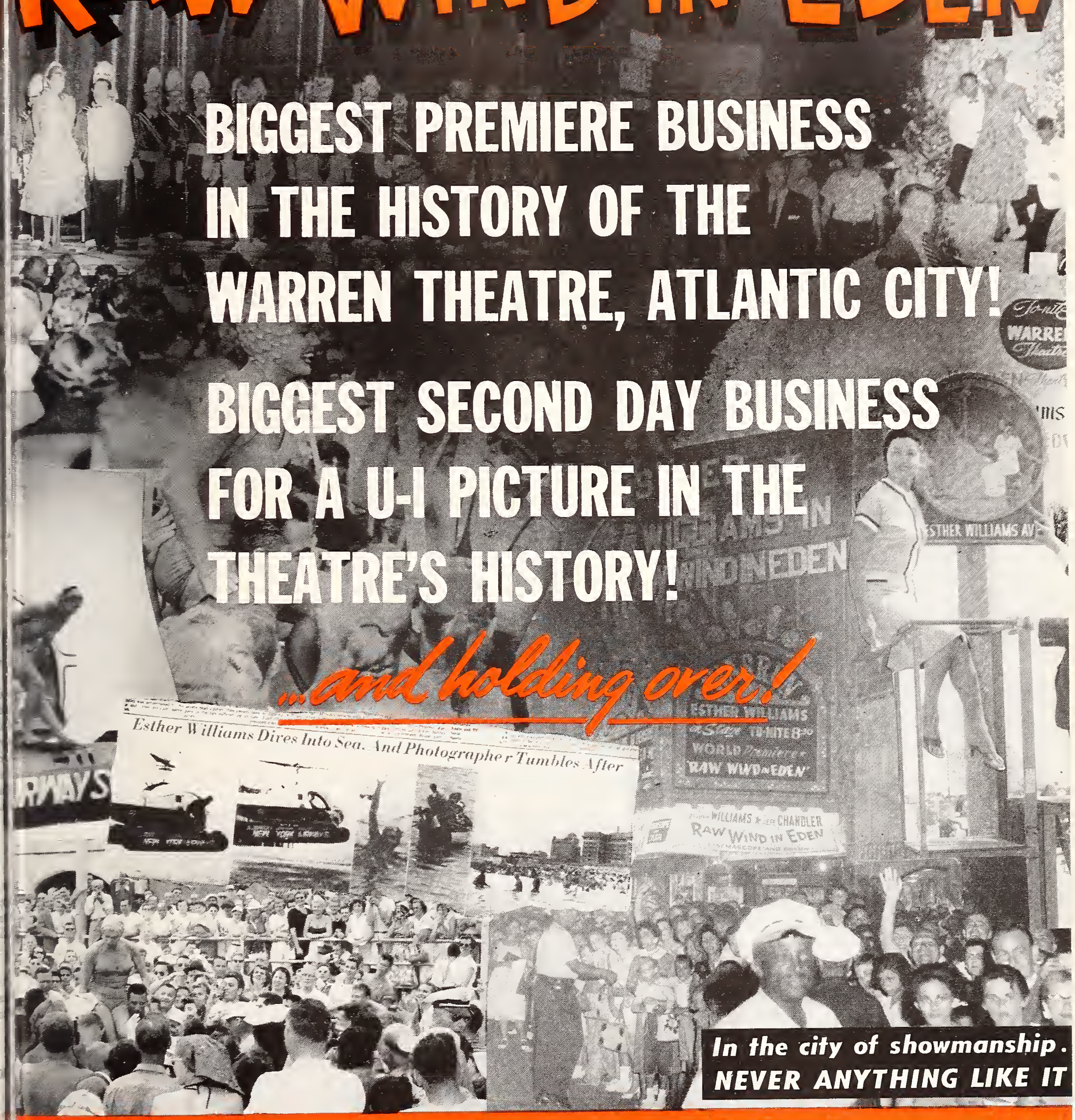
The Senate today rejected 51 to a proposal by Senator Malone Nev.) to cut the 20 per cent cab tax to 10 per cent.

'Lourdes' to Brandon

"Lourdes and Its Miracles," a ture film directed by Geo Rouquier and made to mark the I centenary of the appearance of Blessed Virgin Mary to Bernad Soubirous, has been acquired Brandon Films, Inc., and is b prepared for theatrical distributio the U. S.

MOTION PICTURE DAILY. Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Floyd E. S Photo Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager, TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Vir Canby, Eastern Editors. Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; Telephone HOllywood 7-2145; Washington, J. A. Otten, National Press Club, W ington, D. C.; London Bureau, 4, Bear St. Leicester Square, W. 2. Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockef Center. New York 20, Telephone CIrcle 7-3100. Cable address: "Quigpubco. New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-P dent and Treasury; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 times a as a section of Motion Picture Herald; Television Today, published daily as a part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fame. Entered as se class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign. Single copies,

RAW WIND IN EDEN



BIGGEST PREMIERE BUSINESS IN THE HISTORY OF THE WARREN THEATRE, ATLANTIC CITY!

BIGGEST SECOND DAY BUSINESS FOR A U-I PICTURE IN THE THEATRE'S HISTORY!

...and holding over!

In the city of showmanship.
NEVER ANYTHING LIKE IT

Universal-International presents

ESTHER WILLIAMS JEFF CHANDLER

RAW WIND IN EDEN

CINEMASCOPE in *Eastman* COLOR

CO-STARRING
ROSSANA PODESTA · CARLOS THOMPSON · RIK BATTAGLIA

with the special participation of
EDUARDO de FILIPPO

Directed by RICHARD WILSON Screenplay by ELIZABETH and RICHARD WILSON Produced by WILLIAM ALLAND

PEOPLE

Max Gordon, stage producer, has been engaged by Columbia Pictures as theatrical consultant to the company.

◆

Herman Perkins, Baltimore theatre manager and formerly with Warner Brothers in Virginia, has been named manager of the Uptown Theatre in Baltimore.

◆

Maxwell Hamilton, formerly executive assistant to **Cecil B. DeMille** in charge of worldwide promotion for "The Ten Commandments," has joined Paul Hance Productions, industrial film producers, as head of that company's public relations subsidiary, the Paul Hance Organization.

'Strong Possibility'

(*Continued from page* 1)

option, the Roxy would be either taken over for operation by Rockefeller Center, which operates the Music Hall, or lease it to another company, the spokesman said. At the same time he denied reports that the theatre would be demolished to make way for a television-radio center on the site.

NT officials here refused comment yesterday. However, Frank H. Ricketson, Jr., vice-president of the circuit, is due here today.

'Defiant' World Bow In Chicago Tonight

Special to THE DAILY

CHICAGO, Aug. 12. – Stanley Kramer's "The Defiant Ones" will have its gala world premiere performance tomorrow night at the Roosevelt Theatre here. The red-carpet opening of the United Artists release has been backed by a record $50,000 advertising-promotion campaign underway for over a month in the Windy City.

The premiere will be attended by political, social and entertainment dignitaries, headed by Chicago's Mayor Richard J. Daley. A battery of press, radio and television interviewers will be on hand to cover the arrival of the guests.

SAG to Oppose Hike in Cal. State Income Tax

From THE DAILY Bureau

HOLLYWOOD, Aug. 12. – The Screen Actors Guild board has voted unanimously to oppose Proposition 17 on the November ballot, which looms as a threat to the making of motion pictures in California. SAG members will begin immediately campaign to fight the proposal which raises the state tax on income brackets above $50,000 to 46 per cent, which heretofore had a maximum of six per cent on incomes above $25,000.

Cat on a Hot Tin Roof

(CONTINUED FROM PAGE 1)

names: that of Williams, that of his play, which won a Pulitzer Prize, and that of Elizabeth Taylor, who is starred as Maggie, "the cat," the young wife engaged in the crisis of struggling to win back the love of her indifferent husband. Miss Taylor has never looked lovelier—on that point there will be no argument. On the other hand her interpretation of the role could stir up a controversy that might help sell the film.

Paul Newman, an extremely talented and fast-rising actor, has been well cast as Miss Taylor's husband, a former college football star who has become an alcoholic, preferring the memories of his glorious past on the campus to the unpleasant realities of his failure to grow up emotionally. Burl Ives repeats his stage role as Newman's father, "Big Daddy" —an arrogant, self-centered, and lecherous old man who is dying of cancer. At the start this fact is known only to some members of his family, but he finds it out in the course of the story. Judith Anderson portrays "Big Mama," the weak and browbeaten spouse of Ives. The other major characters are Newman's older brother (played by Jack Carson) and the latter's wife (Madeleine Sherwood repeating her stage role also). These two are trying to get control of the family estate by flattering the dying old man while plotting against him behind his back.

These characters have been softened a little bit here and there, but they are still pretty much as avaricious, neurotic, and argumentative as Williams presented them on the stage. They spend most of their time bickering and insulting each other in scenes that on the screen occasionally grow talky and static.

THAT IS certainly not true, however, of the exchanges between Newman and Ives, as the father and son try to come to an understanding with each other. Particularly moving is the episode between these two in the cellar where the old man has gone to be alone with his physical pain. As the son accuses his father of never having shown any love for the members of his family and the old man defends himself by talking about his relationship with his own father, the characters come vividly alive and what they say to each other acquires great depth.

There is also some pathos in the scenes in which Miss Taylor tries desperately to get her husband to discuss their problems together. The character of the wife draws most of the audience sympathy at the start as she endures the insults of her confused husband ("Take a lover," he tells her at one point). Later sympathy shifts also to him as the reasons for his excessive drinking come to light. This motivation has been changed from the play somewhat; in the film it is essentially his belief that his wife had been unfaithful to him with his best friend. And he also feels responsible for the suicide of that friend because Newman had turned his back on him during a crisis.

At the end of the picture husband and wife have reached a reconciliation and "Big Daddy" is apparently going to give his wayward son a second chance to run the estate.

Lawrence Weingarten produced this picture from a screen play by Richard Brooks and James Poe. Brooks also directed. Photography is in Metrocolor.

Running time, 108 minutes. Adult classification. Release, in September.

RICHARD GERTNER

May Make Film on Life Of Ireland's DeValera

Hans Schulman, producer, and his associate, Boris de Tanko, who is also a publisher, will leave here on Saturday for Ireland and the Continent in search of new story material.

While in Dublin they will confer with Prime Minister Eamon DeValera regarding acquisition of his biography for a motion pioture as well as a book.

Schulman and de Tanko have joined forces to produce a series of feature films, the first of which will be "Blood on the Rising Sun," adapted from the de Tanko publication of Adalia Marquez' story of the invasion of the Philippine Islands. Harold Young will direct and Charles Oxton will do the script.

The film will be shot in the Philippines.

Harrison and Levy

(*Continued from page* 1)

Owners of Connecticut at the Mill River Country Club.

Distribution and exhibition were well represented in both golf and putting.

Alex Harrison, general sales manager of 20th Century-Fox, voiced optimism attributed to both current and upcoming release charts.

Attorney Herman M. Levy served as toastmaster at the dinner.

Grant AB-P

(*Continued from page* 1)

that competition in the area would
be restrained.

The Elgin case, which had
pending for some months, attra
special interest in the trade w
AB-PT's first petition to acquire
Grove was denied by the Fed
court. That was the first time th
Federal court had refused the appl
tion of a divorced circuit to acq
a theatre property and also the
time that such a petition had
opposed by the Justice Departm

Reacquisition Right Claimed

AB-PT had maintained that it
a right to reacquire the dive
Grove to replace the burned-down
alto "without court approval." It
this contention which Justice had
nied and sought an injunction aga
In ruling against AB-PT the court
so without prejudice to the firm's
to repetition by showing the acq
tion would not prejudice competi

Meanwhile, AB-PT is still awai
a ruling by the Supreme Court o
request that the court say that it
other circuits affected by divesti
decrees can without court appr
acquire theatres to replace ones
through accident or commercia
tion. Action on the AB-PT appe
anticipated this fall.

WB Records Staff

(*Continued from page* 1)

Conkling, president. The initial
leases, of which the titles will be
nounced shortly, will be prod
both stereophonically and minaur

The new company will maintai
own branch sales offices in New Y
Chicago and Los Angeles. Regi
warehouses in the same three a
already have been opened to pro
services to distributors in the
midwest and west, respectively.

Distribution companies have
appointed by Hal B. Cook, vice-p
ident and director of sales, to ha
Warner Bros. records in 33 o
key markets. Regional operations
be supervised by Vic Chirumb
eastern sales division manager; Ro
Summers, midwestern sales divi
manager; Al Klein, southern s
division manager, and Stuart W
ruff, western sales division mana

Simultaneously, Frank Cosaro
been named record representativ
Boston and Donald Graham has b
selected for the same post in
Francisco. Both representatives
handle sales, promotion, publicity
artists-and-repertory liaison in t
respective districts.

Deny Building Sale

Columbia Pictures categorically
nied yesterday published reports
it is selling its New York headq
ters building at 711 Fifth Avenue
Chesapeake Industries. Colum
stated additionally that it was not
gotiating for the sale of the buildi
MOTION PICTURE DAILY did not p
lish the report.

elevision Today

rbuveaux Is Named New Post at NBC

e promotion of Jules Herbuveaux e newly created position of vice-dent, Central Division of the nal Broadcasting Company was nced by Robert E. Kintner, dent of NBC. In his new posi- Herbuveaux, who has been vice-dent and general manager of 3Q and WMAQ, the NBC-owned ns in Chicago, will be in charge tivities on a corporate level in Chicago area.

the same time, the promotion of l Yoder, vice-president and gen-manager of WRCV and WRCV-the NBC-owned stations in Phil-hia, to succeed Herbuveaux as president and general manager he Chicago stations was an-ced by P. A. Sugg, vice-presi- NBC Owned Stations and NBC Sales. Yoder's appointment will fective Sept. 8.

mond W. Welpott, who joined NBC last June as a general executive in the Owned Stations and Spot Sales Division, has been named to succeed Yoder, effective Aug. 15, as general manager of the Philadelphia outlets, it was also announced by Sugg.

McCleery to Produce Ellery Queen Series

Albert McCleery, senior executive producer at NBC, has been named to produce a new live, color television series, "The Further Adventures of Ellery Queen," it was announced by Robert F. Lewine, vice-president, NBC Television Network programs. The series will be presented from Burbank, Calif., Fridays, from 8-9 P.M., EDT, beginning Sept. 26.

Character Now Nationally Known

Ellery Queen is one of the best known bylines in American mystery writing, credited with 51 books. Coupled with magazine stories, the Ellery Queen character has attracted a large and loyal following.

One Man's TViews

By Pinky Herman

EORGE Vogel, former promotion consultant for Wm. Esty and the Colgate Co., has been named managing director of Spotlight notions which handles merchandising and sales promotion for "Big off" and "For Love Or Money" CBShows. . . . IF—the Post Office ld finally achieve the well-nigh impossible this year and get out ne red, a small measure of thanks should go to Johnny Gilbert, ee of the "Music Bingo" tvehicle over NBC. F'rinstance last week r response from his viewers added approximately $86,400 to the Treasury. . . . Her Bucks County Playhouse performance as star Boston Love Story" has several Hollywood producers regarding . Meade as "another Grace Kelly." . . . Some one is missing a great if the Janet Blair—John Raitt—Edie Adams trio isn't signed up for a lar series of their own this fall. The shows they've turned in these few weeks as summer-replacement for the Dinah Shore "NBChevvy v," in our book, rate among the very best of the musical-variety rams. Stan Freeman's artistry likewise plays no little part in the -class divertissement of this package. . . . The Steve Allens return ı Europe Aug. 20.

☆ ☆ ☆

ill Gernannt's popular radio series of a few seasons ago, "County ," has been revised for TV and with Bert Parks, the emcee, will bow the national TV scene across the board NBCommencing Mon., Sept. n the 4:30-5:00 P.M. slot. With Perry Cross, producing under the rvision of Joe Cates, we look for this music-variety series to corral gh rating. . . . A note from Jacques Traubee advises us that Gus nschen has been named a member of that firm's board of directors that the famous maestro was to head the music activities of the ncoming "Zig-Zag" ABC-TV program. Letter goes on to mention outstanding radio programs that Haenschen conducted including e Palmolive Hour," "The Coca-Cola Show," "Chase & Sanborn," owboat" and "Chevrolet Hour" but your reporter remembers with e, the thrill and pleasure we derived in being privileged to have borated 27 years ago with the distinguished composer-conductor on composition, "Manhattan-Merry-Go-Round," which was the theme for the program of the same name, featured Sunday Night from l right through to 1949 and broadcast over the NBCoast-to-Coast vork.

REVIEW:

Queen of Outer Space

AA—CinemaScope

HOLLYWOOD, Aug. 12

Turn the calendar ahead to the year 1985 for this journey into space. Starting out on a serious mission to a space station, four men, one a scientist, the other three members of the United States Rocket Squadron, find their space ship enveloped in a ray which has not only destroyed the space station, but draws them at an incredible rate of speed to the planet Venus. The end result, however, is one of romance and fun on a planet paradise full of beautiful girls; the men of Venus having been banished to work on a neighboring planet by a vengeful, masked queen, who plans to destroy the earth before it destroys Venus.

The earth men manage to outwit the queen, played with some conviction by Laurie Mitehell, through the help of Zsa Zsa Gabor and a number of the other women.

Ben Schwalb's production values are pointed at exploiting the glamour of the girls assembled for the film. Beautifully gowned and costumed, with emphasis on sharp contrasting colors, the girls are the most attractive element of the film. Edward Bernds directed. The backgrounds and special effects are intriguing, and Marlin Skiles' music provides a suitable mood for the action. The screenplay is by Charles Beaumont from a story by Ben Hecht. The picture was photographed in CinemaScope and color by De Luxe.

Running time, 80 minutes. General classification. Release, in September.

SAMUEL D. BERNS

'Matchmaker' Bow Here Sets National Pattern

The cooperation pattern was set last night at the Little Carnegie Theatre here for a series of first-run engagements of Paramount's "The Matchmaker" that will feature tieups with the millinery industry. The millinery industry-sponsored premiere of the picture in New York, which was for the benefit of the Beth David Hospital Fund of the Associated Millinery Men, was reported to mark the first time that an entire industry—manufacturers, workers, retailers, suppliers—became identified with a film premiere.

First-run engagements in Salt Lake City, Denver, Boston, Kansas City, Miami, Portland and other key cities will be characterized by millinery industry cooperation.

'Subliminal' Ad Trailer Set for UA's 'Terror'

Subliminal advertising will be used by United Artists to promote "It, the Terror From Beyond Space." The technique will be applied in a trailer for the thriller via subliminal title-copy reading "See It!" "Don't Miss It!" spotted at regular intervals throughout the reel. The emphasis is on "It!"

Cecil DeMille

(*Continued from page 1*)

blazing part. He viewed motion pictures as the greatest molder of thought, as a power for "right and good, and keeping of The Ten Commandments, and spreading of understanding among peoples, just as Bob Hope and Danny Kaye have done on their world tours."

Referring to friendships amassed from the peoples of every nation in the world, including some behind Iron Curtain, DeMille said, "It is governments who make wars, not people," and "the spirit of God that is with all men can bring peace and understanding."

Y. Frank Freeman, who opened the ceremonies with a silent tribute to the late Jesse L. Lasky, claimed the success of Paramount rests more on DeMille's shoulders than on anyone else in the company, and that DeMille's 70 films, which have played every corner of the world, have had the deepest influence on the minds of the world.

Samuel Goldwyn added his praises of DeMille as a man of human qualities, whom he has known and had as a friend for 48 years, recalling the time he and Lasky approached DeMille to make motion pictures.

Mary Pickford, another dais luminary, regarded herself as DeMille's oldest friend, having appeared with him in David Belasco's play, "The Warrens of Virginia," and later in his films, "Romance of the Redwood" and "Little America."

Among others who voiced congratulatory notes were Anne Bauehens, film editor, who has been with him on all of his films; Bob Hope, Danny Kaye, Joel McCrea and city councilman Edward Roybal, who read a resolution proclaiming Aug. 12 DeMille Day in Los Angeles.

Among others who attended were Jesse Lasky, Jr., Eugene Zukor, Hal Wallis, Joseph Hazen, Bing Crosby, Henry Wilcoxson, Milton Pickman, Cornel Wilde, Mel Shavelson, Jaek Rose. Iean Wallace and Charles Boyer.

BOAC

The Monarch

The only flight with all de Luxe seats

Everynight, overnight New York to London

Reservations through your Travel Agent or
BRITISH OVERSEAS AIRWAYS CORPORATION
Boston, Chicago, Dallas, Detroit, Los Angeles, Miami, New York, Philadelphia, Pittsburgh, San Francisco, Washington.

“STANLEY KRAMER’S SUPERB NEW MOVIE!” — LIFE

“One of the best motion pictures to hit the screen in many a year! Word of mouth alone should sock it across! Deserves top attention!” —*VARIETY*

“A sure contender for top boxoffice returns! One of the very best pictures of the year...one of the most memorable pictures in many a year!” —*DAILY VARIETY*

“Comes close to being the perfect motion picture! Fascinating as suspenseful entertainment! Both Curtis and Poitier should get Academy nominations!” —*HOLLYWOOD REPORTER*

“Powerful drama! Great action and excitement! Brilliantly acted!” —*FILM DAILY*

“Strong stuff! A commercial asset! Powerful presentation!” —*M. P. DAILY*

“I want people to know about this one, to talk about it, to look forward to seeing it at the earliest possible moment!” —*SATURDAY REVIEW*

“Powerful dramatic emphasis! Story is told excitingly! Exceptionally fine acting!” —*M. P. HERALD*

STANLEY KRAMER presents

TONY CURTIS
SIDNEY POITIER
as

THE DEFIANT ONES

with Theodore Bikel, Charles McGraw, Lon Chaney, King Donovan, Kevin Coughlin and Cara Williams • Written by NATHAN E. DOUGLAS and HAROLD JACOB SMITH • Produced and Directed by STANLEY KRAMER

THRU
UA

All
e News
That
s News

MOTION PICTURE
DAILY

Concise
and
to the
Point

84, NO. 32 NEW YORK, U.S.A., THURSDAY, AUGUST 14, 1958 TEN CENTS

AX RELIEF BILL IS CLEARED IN CONFERENCE

easury Officials Predict Signature by Eisenhower

Measure Will Be Sent to the President After Senate-House Ratification Today; Sen. Kerr Most Active of Proponents

By J. A. OTTEN

WASHINCTON, Aug. 13.–The motion picture industry today won its fight for additional admissions tax relief.

Senate-House tax conferees, meeting and acting with unexpected speed, agreed to accept the Senate provision exempting the first $1 of ticket charges from the 10 per cent Federal admissions tax.

Equally important, Treasury Department officials flatly said there would definitely not be any presidential veto of this bill. The Treasury opposes the admissions tax change, but other provisions of the comprehensive excise revision measure are too valuable to throw away through presidential veto aimed at the ad-

(Continued on page 6)

B Committee eets Again— t No Action

executive committee of the in-'s business building campaign yesterday afternoon but after hours of discussion adjourned o decision as to whether to con- the fund raising campaign, to he radio campaign in Septem- ith the money raised so far, or ndon the project entirely.

erse statement from the com- , co-chairmaned by Ernest C.

(Continued on page 2)

Theatres Seeking Nullify Coupon Deal

Special to THE DAILY

LUMBUS, O., Aug. 13.–Charg- misrepresentation," seven local es are conducting a legal fight lify a coupon booklet deal sold creational Institute, Inc., of Chi- which the theatres claim could upt them.

test case, the Linden neighbor- theatre was ordered by Judge

(Continued on page 2)

W. Johnson President Crescent Amusement

Special to THE DAILY

SHVILLE, Aug. 13. — Crescent ement Co., at the circuit's annual meeting of its board of ors elected Erwin C. Tompkins, r president of the Nashville

(Continued on page 6)

elevision Today Page 7

Several Tax Benefits Seen

From THE DAILY Bureau

WASHINCTON, Aug. 13. — Motion picture industry firms won tax relief today in areas besides the admissions tax.

Senate-House conferees reached agreement not only on the excise bill, including the admissions tax provi-

(Continued on page 6)

Trio of Stars Slated To Tour for 'Hunters'

Continuing its policy of having motion picture personalities participate in local-level merchandising, 20th Century-Fox has set a trio of personal appearance tours to spearhead openings of "The Hunters" in key

(Continued on page 7)

Seek to Stop Radio Accounts of Fight

TelePrompter Corp. yesterday obtained in Federal court here a "show cause" order against RKO Teleradio Pictures as to why its radio station WOR should not be restrained from broadcasting a blow-by-blow report on the Patterson-Harris heavyweight champion fight on Aug. 18. TelePrompter owns all radio-TV rights to the bout in San Francisco and is pre-

(Continued on page 6)

Urges Drive to Re-establish Theatre As Center of Small Town Activity

Special to THE DAILY

MINNEAPOLIS, Aug. 13.–The motion picture theatre must reacquire its former position in the small cities and towns of America as a keystone of community life next to the church and the school, Jonas Rosenfield, Jr., Columbia Pictures' executive in charge of advertising and publicity, said here today. Rosenfield conducted a seminar on the merchandising problems of small theatres for the executives and managers of the Pioneer Theatre circuit, which operates 20 theatres in 11 Iowa communities.

J. Rosenfield, Jr.

Special public relations campaigns must be conducted to re-establish the theatre as a center of small town life, Rosenfield said. He pointed out that often the small theatre exhibitor or manager is the only representative of the motion picture industry in the community. "His personal standing and that of his theatre are for all purposes the standing of the entire industry as far as the town is concerned," the Columbia executive added.

In addition Rosenfield declared that the entire film industry "has an obligation to assure the employees of small theatres that there is a future for them in the industry."

Turning to exploitation of pictures, the advertising executive urged the exhibitors and managers in small situations to join together with others in

(Continued on page 6)

Adv.-Publicity Unit to Name New Head Today

The advertising and publicity directors committee of the Motion Picture Association will hold a special meeting today with the principal business election of a new chairman to replace Paul N. Lazarus, Jr., of Columbia Pictures, who has held the post for one year. Under the rotating plan employed by the committee Universal, which is represented by Charles Simonelli, is next on the list.

The meeting today will take place

(Continued on page 7)

TOA Convention Meet Slated Here Tomorrow

Program details for Theatre Owners of America's 11th annual national convention at the Americana Hotel in Miami Beach, Fla., Oct. 21-25, will be mapped out tomorrow at a luncheon meeting here.

Attending will be Ernest G. Stellings, TOA president; S. L. Gillette of Salt Lake City, Utah, convention co-chairman; Sumner Redstone, of Bos-

(Continued on page 6)

PERSONAL MENTION

MILTON R. RACKMIL, president of Universal Pictures, has left New York for Hollywood. DAVID A. LIPTON, vice-president, will leave here tomorrow for the studio.

•

JOHN J. COLE, president of Guild Films and chairman of the board of Inter-World TV Films, left here last night for England.

•

LARRY MORRIS, vice-president and general manager of B. S. Moss Theatres, has left New York for a tour of the circuit's houses in Florida.

•

MRS. SAMUEL GOLDWYN, Jr., has given birth to a son, JOHN, at St. John's Hospital in Santa Monica, Cal.

•

BEN BERK, vice-president in charge of production for Broadcast Pictures, Inc., has returned to the Coast from New York.

•

SUSAN YETTE, niece of MRS. LOUIS W. SCHINE of Gloversville, N. Y., will be married at the Temple Beth El in Buffalo on Saturday to DAVID SCHMALL, chemical engineer.

•

DAN PONTICELLE, booker for the Brand Theatres here, was in Albany this week from New York.

•

MRS. JERRY SMITH, wife of the manager of the Oak Drive-in, Detroit, has given birth to a girl, JERYL ANN.

•

FRED SLITER, son of HAROLD SLITER, Kentucky district manager for the Schine circuit, has reported for Army duty at Fort Knox, Ky.

Hendricks, Schaefer Due On WB Move to Coast

Bill Hendricks, Warner Bros. Burbank studio publicity manager, and Carl Schaefer, of the studio foreign publicity department, will arrive here Monday to discuss the company's West Coast move-over with home office executives, in addition to campaigns on the forthcoming Warner releases.

Warner Improving

Continued improvement in the condition of Jack L. Warner was reported from Cannes, France, yesterday, where the president of Warner Brothers is recovering from injuries received on Aug. 5 when his car collided with a truck on a road of the Riviera. Warner is as yet allowed no visitors, however, the announcement said.

B-B Committee Meets Again

(*Continued from page* 1)

Stellings and A. Montague, said merely, "A discussion of the campaign was held and it was decided that another meeting would be held in the near future at which there would be further discussion."

Members of the committee refused to comment further on the course of the meeting. Representatives of the major circuits including Sol Schwartz for RKO, Leopold Friedman and John Murphy for Loew's, Inc., and Sam Rosen for Stanley Warner, were also at the meeting.

One of the road blocks in the way of a final decision was said to be the fact that if it is decided to go ahead with the radio campaign late in September, now the earliest possible date, the material already prepared would have to be re-worked since it was originally aimed at summer product and the hot weather. It is feared also that the radio campaign would lose much of its effectiveness because the summer radio audience, including car radios, is much larger than the fall and winter audience.

There was no indication of a date for another meeting.

Special Events Slated For 'Wind' Premiere

Special to THE DAILY

MIAMI BEACH, Aug. 13.—Stuart Schulberg, producer of Warner Bros.' "Wind Across the Everglades," and cast members Gypsy Rose Lee, Sammy Renick and Tony Galento will participate in a series of special events in conjunction with the world premiere of the Schulberg Production next Wednesday night day-and-date at the Miami Theatre, Miami; the Beach, Miami Beach, and the Gables, Coral Gables.

Leave Here Sunday

The celebrities emplane from New York Sunday for Miami, where they will engage in a three-day schedule of events to herald the opening of the Schulberg Production, which will be followed by a 150-theatre saturation booking campaign throughout Florida and Southern Georgia. The personalities will be guests of honor at various functions in Miami and at the Beach, in addition to holding newspaper, radio and television interviews. Budd Schulberg, who wrote the screenplay for the film, is on a tour that will include Jacksonville, Tampa, St. Petersburgh, Sarasota and West Palm Beach.

'Defiant' Opens Strong

CHICAGO, Aug. 13. – "The Defiant Ones," Stanley Kramer United Artists release, had grossed $3,550 up to 4 o'clock this afternoon, its opening day at the Roosevelt theatre. According to Dave Wallerstein, general manager of the B & K circuit, this constituted an all-time record for the house. The circuit estimated that the picture would easily outgross the previous opening day record total of $8,400.

'Matchmaker' $2,000

Paramount reported late yesterday that "The Matchmaker" was heading for an unusually strong $2,000 gross for its opening day at the Little Carnegie here.

Columbus Theatres

(*Continued from page* 1)

Kenneth Sater of Franklin County Common Pleas Court to cease refusing to accept the coupons. The temporary restraining order will be in effect until Judge Sater rules on a petition by the Chicago firm for a permanent injunction.

Salesmen for the Chicago firm sold about 40 local firms space in the coupon booklets. Each agreed to a certain number of coupons entitling purchasers to go to a movie or to receive certain merchandise or services Some theatres insisted that at least one paid admission accompany each coupon. Others would not honor the coupons after 7 P.M.

Misrepresentation Charged

The theatres also say the salesmen misrepresented the deal, so they are not bound to honor the coupons. Exhibitors contend the salesmen told them the booklets would be sold only through factories with a limit of one to a customer. Thus, if a worker used a coupon he likely would bring his wife and children and pay their admissions. The booklets sell for $3 and have $78 worth of coupons.

Some of the theatres contend it will mean bankruptcy if they honor all of the thousands of booklets sold.

'Fly' Record in London

LONDON, Aug. 13. – Twentieth Century-Fox's "The Fly," set a house record in its first week here at the Rialto, as a prelude to multiple openings throughout the British Isles. According to the management of the Rialto, the film is running ahead of every attraction to have played the theatre during the past three years.

'Wind' 1st Week Strong

In the first week of its world premiere engagement at Hamid's Warren Theatre in Atlantic City, "Raw Wind in Eden" grossed $14,500, a record for a Universal-International release there, the company said yesterday. The picture is being held over.

. . . NEWS ROUNDUP

Dual Opening for 'Colonel

Columbia Pictures' "Me and Colonel" will have a dual prem here at the Odeon and Fine theatres on Aug. 26.

■

Buys Seattle Theatre

The Rivoli Theatre, Seattle, been purchased from A. Meakin Everett K. Conway.

■

Seek Earlier Penna. Openi

A movement to advance the day opening hour at Pennsylvania theatres from 2 to 1 P.M. has started by the Pennsylvania Asso tion of Amusement Industries, which William Goldman, head of liam Goldman Theatres, is presid

■

'Truth About Women' Com

"The Truth About Women," Br Lion production of Continental tributing, Inc., will have its Ar ican premiere at the Guild The here following the current eng ment of "Lovers and Thieves."

■

Now 'The Jane from Mair

Herman Silver, advertising chief at Columbia Pictures, and He Strauss, copywriter, have awarded prizes of $50 each for inating the title "The Jane f Maine" for the picture filmed "Miss Casey Jones."

Directory Ads Set Record in Chicago

Special to THE DAILY

CHICAGO, Aug. 13.—Motion ture Directory advertising set a record in the "Chicago Tribune" cently, according to Arthur B. Ol classified display advertising m ager.

The directory contained over columns of ads for motion pictu from 170 metropolitan Chicago th tres—the greatest volume of such vertising ever published in a sin issue of the daily "Tribune."

'Fly' Hit in Detroit

DETROIT, Aug. 13. – Manag director Robert Bothwell of the Theatre reports a gross in excess $25,000 for the first week of 2 Century-Fox's "The Fly." This is b business since "Peyton Place" wh was booked during Christmas holi week, he said.

MOTION PICTURE DAILY. Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Floyd E. Stc Photo Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager, TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Vinc Canby, Eastern Editors. Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; Telephone HOllywood 7-2145; Washington, J. A. Otten, National Press Club, Wa ington, D. C.; London Bureau, 4, Bear St. Leicester Square, W. 2. Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefe Center. New York 20, Telephone CIrcle 7-3100. Cable address: "Quigpubco. New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-Pr dent and Treasury; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 times a y as a section of Motion Picture Herald; Television Today, published daily as a part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fame. Entered as sec class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign. Single copies, 1

to fulfill exhibitor demand

20th Century-Fox will make available during the second week of October a truly incomparable box-office attraction, THE BARBARIAN AND THE GEISHA.

In every foot of this amazing film Director John Huston has captured the beauty and the spirit of far-off Japan, and the story of the most exciting adventurer in its history.

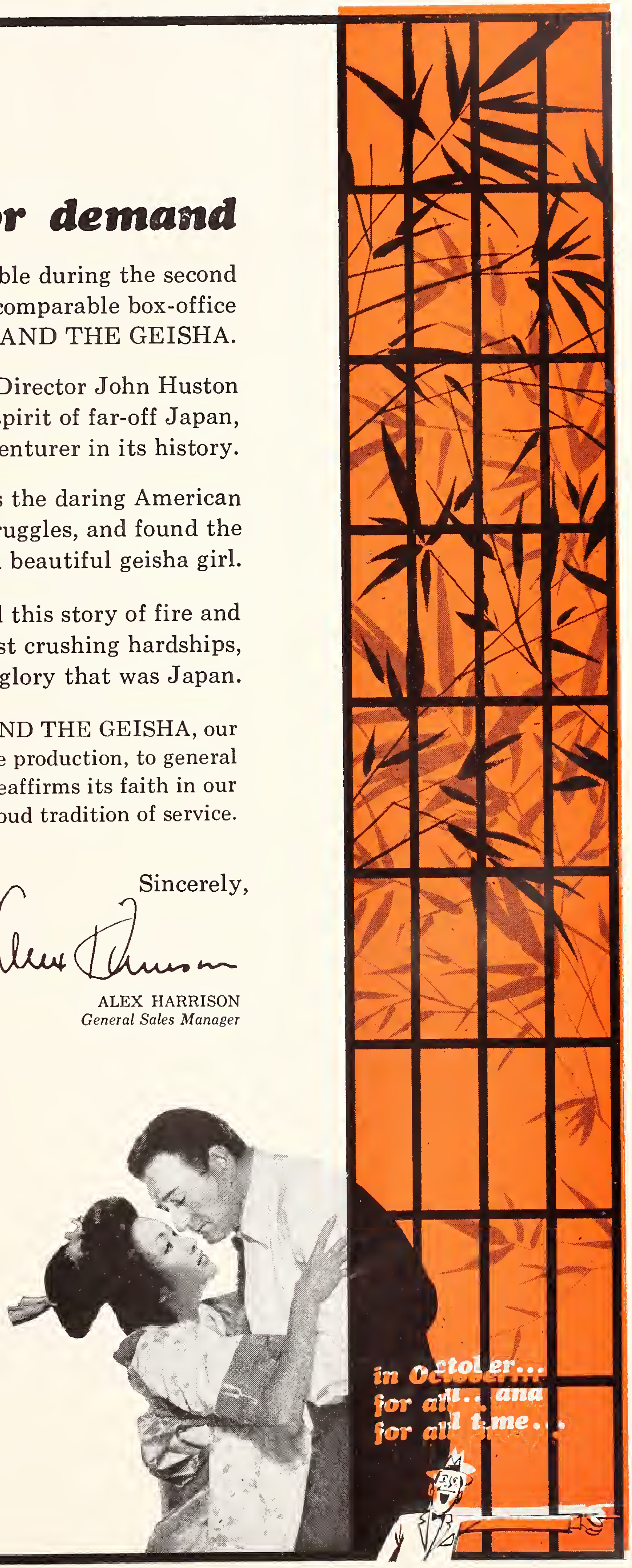
John Wayne is magnificent as the daring American who fought fears and struggles, and found the all-consuming love of a beautiful geisha girl.

John Huston has photographed this story of fire and conquest entirely in Japan, under the most crushing hardships, against a background of the ancient glory that was Japan.

In releasing THE BARBARIAN AND THE GEISHA, our outstanding CinemaScope–Color by De Luxe production, to general distribution at this time, 20th reaffirms its faith in our industry and continues a proud tradition of service.

Sincerely,

ALEX HARRISON
General Sales Manager


in October...
for all... and
for all time...

JOHN

20th's UNPARALLELED ADVENTURE OF THE FIRST WHITE MAN TO OPEN UP THE FAR EAST ...AND OF THE BEAUTIFUL GEISHA WHO WAS SENT TO LOVE HIM... AND TO KILL HIM!

and introducing the beauty and mystery of the Japanese discovery EIKO AND

PRODUCED BY
EUGENE FRENKE · CHAR

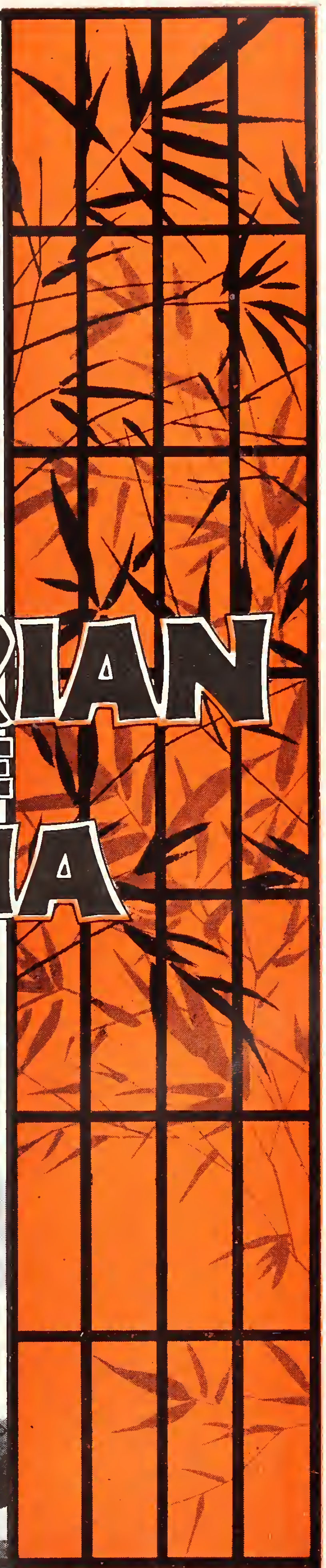
SCREENPL

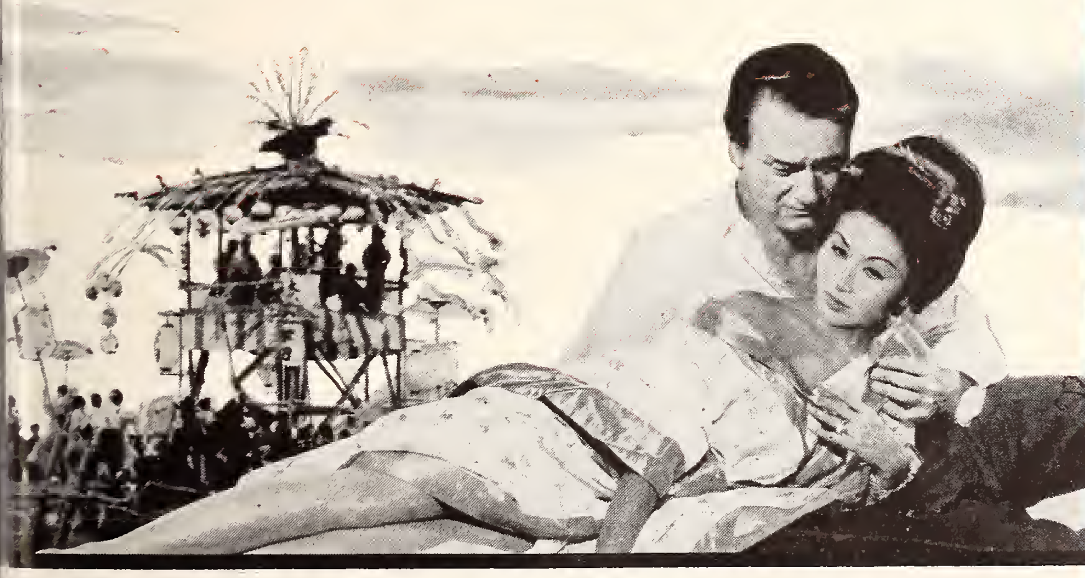
rom 20th comes **John Huston's** ***height of creation*** ...the finest achievement of the director of The African Queen, Moby Dick, Heaven Knows, Mr. Allison!

WAYNE

THE BARBARIAN AND THE GEISHA

DIRECTED BY
JOHN HUSTON





M JAFFE · SO YAMAMURA

COLOR by DE LUXE

YSON CINEMASCOPE

ONE OF THE INDUSTRY'S ALL TIME GREATS... BACKED WITH 20th SUPER-SHOWMANSHIP!

PEOPLE

Herman M. Levy, general counsel of Theatre Owners of America and a practicing attorney in New Haven, Conn., was interviewed in the "Sunday Register" of that city regarding the impact of TV on the film industry. In brief, the Levy thesis in the lengthy article is that video has hurt films briefly but that the motion picture has a "brilliant future" as a vital force in our society.

☐

William S. Canning, Fall River, Mass., exhibitor and advisor to **Nathan Yamins**, New England circuit operator, was guest of honor at a banquet tendered him by the citizens of Fall River in recognition of his services to the community in the interest of youth.

☐

Maria Schell and **Gary Cooper**, stars of Warner Brothers' "The Hanging Tree," will be guests at a luncheon in Sardi's Restaurant here on Monday, when they will meet with newspaper, magazine, radio and TV representatives.

TOA Convention

(*Continued from page 1*)

ton, convention co-chairman; Herman M. Levy, TOA general counsel, and Joseph Alterman and Al Floersheimer, of the TOA national headquarters staff.

Stellings said that the general program outline and alignment of main speakers will be reviewed, and that detailed arrangements for individual convention sessions will be plotted. He said the meeting will also review registration progress, and commitments for booth space at the trade show which will be staged jointly by TOA and the National Association of Concessionaires.

Johnson President

(*Continued from page 1*)

Chamber of Commerce and former head of a local packing house, to succeed Webb Hayes who will retire Sept. 1 after 32 years with the company.

Robert E. Hosse is being advanced from manager to vice-president in charge of theatre operation and John R. Funk, with Crescent since 1946, was elected vice-president and secretary. V. W. Johnson chairman of the board is assuming the presidency of the chain and Mrs. Tony Sudekum, widow of the founder, was named honorary chairman of the board.

'Vikings' London Hit

Kirk Douglas' production of "The Vikings" has set all time high record grosses in London's West End, at the Leicester Square Theatre and also in other pre-release engagements with figures ranging up to 35 per cent more than any other picture from any other company, it was announced by Arnold M. Picker, United Artists vice-president in charge of foreign distribution.

Urges Drive

(*Continued from page 1*)

their area to conduct cooperative campaigns. As an example he described the truck-borne mobile displays used throughout the smaller towns of New England and Cincinnati territories by Columbia on behalf of "The Camp on Blood Island."

"While the cost of such a ballyhoo stunt would be prohibitive for one or two theatres it came within their reach when participated in by 10 or 20," Rosenfield said. He also suggested that area-wide radio and television campaigns might be carried out cooperatively where a similar campaign would be impossible to fit into the budget of a single theatre.

Points to Trade Press

Rosenfield also told the Pioneer managers that the small city theatre often had advantage in playing features later than the key cities. The small theatre manager then can utilize to his advantage all of the national and regional publicity and promotion already devoted to the picture and he also can convert to his use the successful local advertising and exploitation methods for the particular feature as described in the trade press.

Rosenfield said that his company, which last year conducted and published the results of an intensive survey of drive-in theatres, is currently undertaking a similar research program with regard to the smaller hard-top theatres.

In the discussion session that followed, Rosenfield's proposed projects were commented on by members of the circuit. Harold Field, president of Pioneer Theatres, led the discussion group.

Other executives taking part in the meeting included Ben Marcus, midwest division manager for Columbia Pictures; Myron Blank, president of Central States Theatres of Des Moines; Byron Shapiro, Minneapolis branch manager for Columbia; Al Fitter, United Artists division manager; Mike Lee, United Artists district manager; Herb Buschmann, United Artists Minneapolis branch manager; Chick Evens, central division field exploitation representative for 20th Century-Fox; Art Anderson, Minneapolis branch manager for Warner Brothers, and Norman Pyle, from M-G-M's Chicago office.

Hollywood Film Council Hits Income Tax Bill

From THE DAILY Bureau

HOLLWOOD, Aug. 13. — The Hollywood AFL Film Council has voted to oppose Proposition No. 17 in the November ballot. This is the measure that would raise the present maximum state income tax rate of six per cent to 46 per cent.

Describes a 'Perfect' Small Town Manager

Special to THE DAILY

MINNEAPOLIS, Aug. 13. — In the course of conducting a seminar on merchandising for the small theatre for managers of the Pioneer Theatre circuit here today, Jonas Rosenfield, Jr., executive in charge of advertising and publicity for Columbia Pictures, made this description of the perfect small city theatre manager:

"He should have the showmanship qualities of a Barnum, the personal charm of an Eisenhower, the financial acumen of a Morgan partner, the advertising skill of a Madison Ave. agency, the public relations talent of a Sonnenberg, the merchandising background of a Gimbel, the technical knowledge of an Eastman Kodak scientist—and the broom-wielding ability of a Grand Central Terminal porter."

Other Bills

(*Continued from page 1*)

sions, but also on the small business and technical tax revision bills. These had passed the Senate late last night.

The small business provisions, originally a separate bill but now incorporated in the technical bill, would permit firms to take an extra-large 20 per cent depreciation deduction the first year on up to $10,000 of investment in new or used machinery, equipment or fixtures. The remaining 80 per cent would be depreciated in regular ways, starting the first year. The assets would have to have a useful life of more than six years.

Loss Carry-Back Permitted

Another small business provision would permit a firm losing money this year to carry it back three years to offset profits and get tax refunds. Now, losses can be carried back only two years.

The estates of persons who die and leave interests chiefly in small businesses would be given up to 10 years to pay Federal estate taxes. Persons or partnerships losing money on investments in small firms would get better tax treatment of their losses.

The technical bill would permit firms winning treble damages in anti-trust cases to spread the money out, for tax purposes, over the period the injury was sustained. Now it must be counted as income in the year it's received, resulting in a much higher tax.

Closely-Held Firms Aided

The bill would permit small, closely-held corporations to elect to be taxed as partnerships, and permit proprietors or partners to elect to be taxed in certain cases as though they were a corporation.

Production employes working overseas would have to file tax returns, even though they do not have to pay a tax. The present law says a person overseas for at least 17 out of months need not report up to $20,0 a year of income earned abroad, a need not even file a tax return. T bill says they must report all th income, but need not pay tax on t first $20,000 a year earned overse

Senate and House approval of t compromise bills are expected lat in the week.

Tax Relief Bi

(*Continued from page 1*)

missions tax provision, they explain

Both the House and Senate expected to ratify the confere agreement tomorrow, sending it the White House for the Preside signature. The bill would make new admissions tax changes effect Jan. 1, 1959.

At present, tickets costing 90 ce or less are free from the admissi tax, but tickets costing over 90 ce are fully taxable. Under the new p vision, not only will tickets cost $1 or less be tax-free, but the first of admission price will be free of even where the ticket costs m Thus a $1.50 ticket will have o five cents tax, rather than 15 ce as at present.

Up to $1.05 Tax Free

Actually, under the bill, tick costing up to $1.05 will be tax-f That's because the tax is levied o $1 on "each 10 cents or major f tion thereof," and five cents is considered a major fraction.

The Senate passed the excise only yesterday, but the conferees right down to work this afternoon reached agreement promptly, w Senator Kerr (D., Okla.), author the admissions tax amendment, fig ing for it in conference. Kerr won over the Treasury opposition, w House members happily agreeing take the admissions tax provision return for Senate acceptance of s eral house provisions.

No trouble is expected in gett the compromise bill through the S ate and House tomorrow.

Similar to Former Drives

The success in getting the prop through Congress was reminiscent previous admissions tax campaig when relief was pushed through C gress despite heavy Treasury opp tion in the closing days. Victory in large part due to the work of Council of Motion Picture Organi tions and to its counsel, Robert Coyne.

Seek to Stop Radio

(*Continued from page 1*)

senting it over closed-circuit televisi to theatres.

The "show cause" order, which returnable Friday, was signed by S preme Court Judge Frederick Back It is understood that similar acti will be taken by TelePrompter agai WINS and WOV. All three static had previously announced plans broadcast accounts of the fight as ceived over the news wires.

sual Ad Promotes ning at RKO Theatres

an unusual advertising stunt to ote the opening at RKO theatres e metropolitan New York area his Happy Feeling" and "Voice e Mirror" the circuit took full in the "News" and "Journal ican" yesterday in which it sured an ordinary-sized ad with from both pictures. The stills red highlight scenes from the pictures and conveyed an idea e plots through captions.

s were worked out by Harry el of RKO and the Monroe thal Co. advertising agency in ration with Universal-Interna-, distributor of the films.

o of Stars

(*Continued from page* 1)

ions across the U.S., the com- announced yesterday.

k Powell, the film's producer- or, arrives here Monday to begin ltiple-city trek which will take Washington, D.C., for the Aug. emiere of the production, Boston, lelphia, Detroit, Chicago, and e, Wisc. In each city, Powell ost special press showings of the e for several hundred newsmen ritities who will be brought in the surrounding territories. l and his wife, June Allyson, eturn to New York to attend ug. 26 premiere of the film at aramount for the Air Force Aid y.

n Gabriel, the young actor-sing- o plays an important featured n "The Hunters," heads east- to New York for the August Ed Sullivan CBS-TV Show, on he will sing "The Hunters," he himself composed. Gabriel ollow with a personal appear- tour of ten mid-west and far- areas.

le Image and Sound st Suit Out-of-Court

Special to THE DAILY

STON, Aug. 13.—The $5,500,- nti-trust case filed against RCA e Corp., Altec Service Corp. ational Theatre Supply Co. by lacking, president of Image and Service of New England, has settled out-of-court for an un- ed sum.

the suit, Image and Sound dollar damages on the grounds nopoly, conspiracy and restraint le. The case was filed four years the U. S. District Court of .

.-Publicity Unit

(*Continued from page* 1)

30 at the Harvard Club. The ittee is also expected to hold discussions on the plan for a vood "Hall of Fame" suggested Horwits as well as other sub-

REVIEWS

The Saga of Hemp Brown

Universal—CinemaScope

Hollywood, Aug. 13

Rory Calhoun essays the role of Lt. Hemp Brown, dishonorably discharged from the army during the days of the early west, for allegedly participating in a scheme to rob his own payroll wagon in which he was the only survivor of his troop. Calhoun finally tracks down John Larch, responsible for the holdup, a former soldier pal who was listed as dead.

Calhoun, despised by all who recognize him for his alleged crime, engages Larch in a number of fist fights and gun fights and manages to find a route to romance with Beverly Garland, an entertainer traveling in a circus wagon containing the hidden payroll. Larch is finally forced into submission and a confession when Calhoun saves him from a lynching mob.

Richard Carlson did well in the direction department, taking full advantage of the action found in the Bob Williams screenplay of the offbeat story by Bernard Girard. Gordon Kay produced.

Calhoun handles his role with strong determination and a sincerity that places this among his best efforts to date. Photography is in CinemaScope and Eastman color.

Running time, 80 minutes. General classification. Release, in September.

Samuel D. Berns

The Night Heaven Fell

Kingsley-International—

CinemaScope

Springfield, Mass., Aug. 13

Brigitte Bardot, now an actress of standing in both the art situation and conventional theatre in this country and overseas, is principal player—and obviously primary drawing card—in this Raoul J. Levy production, directed with compact knowledge of basic value at hand by Roger Vadim. CinemaScope and Eastmancolor, used in picturesque Spanish settings do much to enhance the dramatic effects. French dialogue has been dubbed into English.

The screenplay, by M. Vadim and Jacques Remy, as based on an Albert Visalie novel, "The Moonlight Jewelers," adheres to a familiar theme—lissome Mme. Bardot arrives to visit relatives in a remote mountain country. Pepe Nieto and Alida Valli (seen in U. S. releases), her uncle and aunt, respectively, are provincial people, not given to any great personal warmth and the girl is drawn to Stephen Boyd, who just happens to kill the uncle after the latter ravishes his sister. In a rather soap-operaish fade-out, the girl aids and abets the killer in evading the gendarmes.

Running time, 91 minutes. Adult classification. Release, current.

A. M. W.

Television Today

CBS 6-Month Earnings In Jump Over 1957

Consolidated net income of Columbia Broadcasting System, Inc. for the first six months of 1958 was $12,521,556, compared with $10,199,193 earned in the first half of 1957, it was announced yesterday at the meeting of the board of directors by William S. Paley, chairman.

The current earnings are equivalent to $1.59 per share. Earnings of $1.33 per share were reported for the first six months of 1957. Per share earnings are calculated on the average number of shares—7,881,400 in 1958 and 7,651,461 in 1957—outstanding during the respective six month periods.

Net revenues and sales for the first six months of 1958 totaled $201,433,378; for the corresponding period last year net revenues and sales were $186,798,814.

At the meeting, the board of directors declared a cash dividend of 25 cents per share on its Class A and Class B stock, payable September 12, to stockholders of record at the close of business on August 29.

Sarnoff Will Receive VFW Gold Medal Award

Robert W. Sarnoff, chairman of the board of the National Broadcasting Company, has been selected to receive the Gold Medal Award of the Commander-in-Chief of the Veterans of Foreign Wars—the highest honor the national VFW leader can bestow on any individual. Announcement was made by Richard L. Roudebush, of Indianapolis, Ind., the VFW's national commander.

The award went to Sarnoff "for his outstanding leadership and fearless advocacy of broadcasting as a vital instrument of national communications, and for his staunch support of fundamental principles of Americanism as seen in National Broadcasting Company public service programming."

Conte to Host Show

John Conte, TV star, has been signed as the host of the "TV Hour of Stars," to be seen on the NTA Film Network beginning the first week in October. The program will be televised five times weekly over 115 stations from coast to coast. In addition to acting as host for the series, Conte will handle the commercial chores for the ninety program series.

Deitch Forms Company

Gene Deitch, animation film producer, has announced the formation of Gene Deitch Associates, Inc., with offices and studios here. The company will create and produce animated films for television and theatrical distribution.

ABC, WB Plan Series On Civil War for '61

From THE DAILY Bureau

HOLLYWOOD, Aug. 13. — ABC has authorized Warner Bros. Studios to begin the preparation of 16 90-minute film spectaculars commemorating the 100th anniversary of the Civil War, it was announced by William T. Orr, executive producer of Warner Bros. TV Division.

Starting with "The Battle of Fort Sumter," the series will dramatize the major battles and events during the four years of the war between the states and will be televised on the anniversary dates of their occurrences, beginning in 1961.

Six New Men Join Sales Staff at NTA

Six new salesmen have been added to National Telefilm Associates' expanding sales staff during the past week, Harold Goldman, NTA executive vice-president, has announced. They are William G. Rhodes, Roger Wilson, Frank Meyers, Paul Weiss, M. C. "Jim" Gregory, and Crenshaw Bonner.

Weiss will be assigned to the Chicago office and will concentrate on feature film sales. Bonner and Gregory will make their headquarters in the company's Atlanta office and will handle both feature films and syndicated properties. Rhodes will cover the Pennsylvania and West Virginia area, reporting to the Chicago office.

Wilson has been assigned to feature films and syndicated properties and will work out of NTA's Hollywood office. Meyers, who will headquarter in the Dallas office, also will handle both feature films and syndicated programs.

House Approves Bill On Educational TV

From THE DAILY Bureau

WASHINGTON, Aug. 13.—The House Commerce Committee approved a Senate-passed bill providing Federal assistance to states to promote educational TV facilities. The bill would provide grants of up to $1,000,000 a year to each state. The committee amended the bill to make it clear money could go to cities with educational TV facilities.

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You'll Be Delighted With Our
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WARNERS' 150-THEATRE
FLORIDA-SOUTHERN GEORGIA SATURATION
WORLD PREMIERE AUG. 20!!!

AND
"The Naked and the Dead"
"Indiscreet"
"No Time for Sergeants"
NOW

FROM THE MAN WHO GAVE YOU "ON THE WATERFRONT"

BURL IVES as Cottonmouth, more terrifying than the deadly marshland he ruled.

CHRISTOPHER PLUMMER, the one man who dared go in the swamp after Cottonmouth.

Budd Schulberg's
WIND ACROSS THE EVERGLADES

Technicolor®

GYPSY ROSE LEE, she imported THE GIRLS.

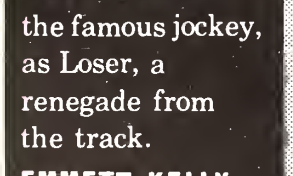
TONY GALENTO, the heavyweight fighter, as Beef, the escaped con.

SAMMY RENICK, the famous jockey, as Loser, a renegade from the track.

EMMETT KELLY, the great circus clown, as Bigamy Bob, the multi-married outlaw.

MacKINLAY KANTOR the celebrated author, as the gin-soaked swamp Judge.

And introducing a new European star, lovely **CHANA EDEN**



"GO IN—HUNT HIM OUT!" The first fiery story of America's wild land like no other on earth!

Written by Budd Schulberg · Produced by Stuart Schulberg · Directed by Nicholas Ray

All
e News
That
s News

MOTION PICTURE DAILY

Concise
and
to the
Point

84, NO. 33 - NEW YORK, U.S.A., FRIDAY, AUGUST 15, 1958 TEN CENTS

er Legal Staff

;A to Make ·w Study of ·ive-In Loans

ion Decision Won't ·e for Some Months

From THE DAILY Bureau

SHINGTON, Aug. 14.—The Business Administration has ·d its legal staff to make a new of the pros and cons of SBA for recreational firms, including in theatres.

agency has notified the Senate Business Committee to this It also cautioned that the staff be occupied on the project for time, and not to look for a de- for at least a matter of months. ht now, indoor theatres are the ype of entertainment or recrea-

(*Continued on page* 7)

e Kerman Dies; Was Y. Industry Pioneer

e Kerman, pioneer New York tor and later distributor, died day in Long Beach Memorial tal after a two weeks illness. He 34 years old. Funeral services be held today at the Riverside el, Far Rockaway, at 1 P M man, who was president of Tu- Pictures and of Regal TV Pic- Corp. at the time of his death,

(*Continued on page* 2)

ject Statement on xy Future Today

tional Theatres plans to give up ise on the Roxy theatre to West- Corp., a subsidiary of Rocke- Center, Inc., some time in Oc- , it was learned yesterday. The date was to be set at a meeting

(*Continued on page* 3)

elevision Today Page 7

Report Jack Warner Past Critical Period

From THE DAILY Bureau

BURBANK, Calif., Aug. 15. — Jack L. Warner, president of Warner Bros., is "believed to have passed the most critical period of his illness with full and complete recovery expected following a period of convalesence," the Warner studio was advised today. Warner is in a hospital in Cannes, France, recuperating from injuries received early this month when his car collided with a truck on a road of the Riviera.

The announcement today said further that Warner had an "excellent" night and morning with his temperature "remaining at a safe level."

Para. 6-Month Earnings Up

Paramount Pictures yesterday reported consolidated net earnings from operations in the first six months of 1958 (estimated) of $2,565,000 and net income of $10,272,000, including special income of $7,707,000. Comparative earnings for the same period last year were estimated at $2,359,-000, including no special income.

For the second quarter of 1958 the company had estimated consolidated net earnings from operations of $1,160,000 and net income of $1,-920,000, including special income of

(*Continued on page* 7)

Admission-Tax Relief Is Approved by House

Ratification by Senate Expected Today, With Eisenhower Signature to Follow

By J. A. OTTEN

WASHINGTON, Aug. 14.—The House today stamped speedy approval on the Senate-House confcrence bill exempting the first $1 of admission charges from the 10 per cent Federal tax.

The Senate is expected to pass the bill tomorrow, sending it to the President.

Senate action had originally been scheduled foı today, but was postponed when Senate Finance Committee chairman Byrd (D., Va.) tired and went home.

Unlike previous years, when the industry had to worry over a presidential veto, the bill seems certain to become law. The admission tax is part of a comprehensive excise overhaul, and Treasury Department officials say the good in the other portions of the bill far outweigh what they consider the bad admission tax provision. The new tax rate would become effective Jan. 1, 1959.

Right now, tickets costing 90 cents

(*Continued on page* 2)

Simonelli New Ad-Pub Head

The MPAA advertising and publicity directors committee eyesterday unanimously elected Charles Simonelli, Universal's eastern advertising and publicity department manager, as new chairman to succeed Paul N. Lazarus, Jr., retiring chairman.

Charles Simonelli

In expressing its appreciation for the services of Lazarus, the committee passed the following resolution:

"Whereas, Mr. Paul N. Lazarus,

(*Continued on page* 2)

Optimism High At United Artists as 'Defiant,' 'Country' and 'Acre' Set Opening Day Records

Optimism reigned high at United Artists yesterday as reports on opening day business for three pictures set box-office records. The figures, "coming in the wake of record holdovers for 'The Vikings' and 'Kings Go Forth'," portend for UA the beginning of "the greatest business period in its history," according to William J. Heincman vice-president in charge of distribution.

"The Big Country" racked up top grosses in two openings. At the Stanley Warner Theatre in Philadelphia the take was $8,165 while the Roxy Theatre in Atlantic City did $3,160. In Chicago "The Defiant Ones" smashed the all-time opening day record for the Roosevelt Theatre when it grossed $8,440 in the first day of its world premiere engagement.

Meanwhile in New York Loew's Theatres reported "God's Little Acre" did a "tremendous" $46,803 first day total gross in 27 theatres in the five boroughs and southern Westchester. This was the "biggest non-holiday opening in many years," according to Eugene Picker, Loew's vice-president. Across the river in Newark and Jersey City the film also broke Loew's house marks.

Senate Group Approves Social Security Boost

From THE DAILY Bureau

WASHINGTON, Aug. 14.—The Senate Finance Committee approved a House-passed bill to boost social security taxes and benefits.

The bill would hike the social security tax paid by workers and employers from the present 2¼ per cent each on the first $4,200 of wages a year to 2½ per cent each on the first

(*Continued on page* 2)

B-B Radio Campaign Still Lacking $25,000

The ultimate fate of the business building campaign hinges on whether or not the five former affiliated circuits decide to make up a deficit of $25,000 needed to implement even the radio portion of the plan, it was indicated yesterday.

It is understood that Ernest Stell-

(*Continued on page* 2)

PERSONAL MENTION

GEORGE WELTNER, Paramount vice-president in charge of worldwide sales, has returned to New York from Hollywood.

•

MIKE KAPLAN, of Blowitz and Maskel, will leave New York at the weekend for Dublin, where he will head the publicity unit for "Shake Hands with the Devil," which Pennebaker is producing for United Artists.

•

HUGH OWEN, Paramount vice-president, and his executive assistant, EDMUND C. DEBERRY, returned to New York yesterday from Albany and New Haven.

•

JAMES J. LARKIN, theatrical sales representative for B.O.A.C., will leave here today for Los Angeles.

•

BEVERLY RITTER, of Screen Gems, will leave at the weekend as MRS. EUGENE T. MCAVOY for a honeymoon in Bermuda.

•

MILTON GOLDSTEIN, Paramount international coordinator of sales for "The Ten Commandments," will leave New York tomorrow for Tokyo.

•

STEPHEN BOSUSTOW, president of UPA Pictures, will leave Hollywood at the weekend for New York.

•

HAROLD HECHT, of Hecht-Hill-Lancaster, will return to New York from London on Monday via B.O.A.C.

•

ED WERTHEIM, president of E. Taylor Wertheim, advertising agency, will leave here over the weekend for the Catskills.

•

DANIEL R. HOULIHAN has left Albany for Boston, where he will take over his new duties as Paramount branch manager.

Plan Broadway Parade For 'Hunters' Opening

A parade down Broadway, led by the U. S. Air Force Band from Mitchell Air Force Base, Long Island, will feature the opening ceremonies of 20th Century-Fox's "The Hunters" at the Paramount Theatre here on Aug. 26.

In saluting the CinemaScope feature, which tells of the exploits of the American jet fighters in Korea, the 60-man ensemble will also perform in front of the Broadway showcase prior to the showing of the picture.

Simonelli New Ad-Pub Head

(Continued from page 1)

Jr., has served for the last year as chairman of the advertising and publicity directors' committee for the Motion Picture Association of America and has shown qualities of leadership and good counsel that have been of great value to the committee, therefore, be it

'For the Industry in General'

Resolved, that this committee formally express its deep appreciation to Mr. Lazarus for the services he has performed, not only for this committee and the Motion Picture Association of America, but for the industry in general as chairman of the operating committee of the industry's business building campaign."

Lazarus will continue to serve as chairman of the operating committee of the business building campaign.

Other business that came before the meeting included a report on the 1959 Academy Awards Telecast by co-chairman Jerome Pickman and Roger Lewis.

At the request of the new chairman Pickman and Lewis will continue to serve as co-chairmen of the Academy Awards telecast committee.

In addition to Lazarus, Simonelli, Pickman and Lewis those present at yesterday's meeting at the Harvard Club included: Dave Lipton, Universal; Ed Sullivan, Fox; Bob Ferguson, Columbia; Martin Davis, Paramount; Charle Cohen, Meyer Hutner, Warners; Si Seadler, M-G-M; Lars McSorley, Allied Artists; Charlic McCarthy, COMPO, and Maurice Bergman and Taylor Mills, MPAA.

B-B Radio Drive

(Continued from page 1)

ings, president of TOA and co-chairman with A. Montague of the campaign committee, reported at the meeting Wednesday that total receipts were short that much of the needed amount and that indications were that it would not be forthcoming from independent exhibitors.

The five circuits, Loew's, RKO, National Theatres, Stanley Warner and AB-Paramount, originally had agreed to contribute one-sixth of the total of their pledged share in time for the radio campaign. A month ago, when it was found that returns from the independents were disappointing, the five circuits agreed to increase this amount of immediate cash to one-third of their total pledges. Even this fell short of the needed amount.

It is estimated that the radio campaign would cost between $340,000 and $350,000. Half of this amount would be supplied by the distributors who agreed to match exhibitor contributions dollar for dollar.

Coca-Cola to Sponsor TOA's Pres. Banquet

The Coca-Cola Company will again be hosts at the president's banquet which will conclude the 11th annual national convention and trade show of the Theatre Owners of America in October at the Americana Hotel in Miami Beach, Fla., TOA reported yesterday.

The banquet will be held at the Americana on Saturday night, Oct. 25, and will be highlighted by installation of TOA's new president, and presentation of TOA's annual "Star of the Year Award," it was announced by the committeee heading the convention: Mitchell Wolfson, honorary chairman; S. L. Gillette, Sumner Redstone and J. B. Sohuyler, co-chairmen.

Senate Group

(Continued from page 1)

$4,800, effective next Jan. 1. The bill would increase the tax rates another ½ per cent each in January, 1960, and by additional half per cent each three years after that until a top rate of 4½ per cent each in January 1969. Present law tax rate increases are less and go into effect more slowly. Rates of self-employed people are 150 per cent of these rates.

The finance committee made only minor changes in other portions of the bill, aimed at heading off a Presidential veto threatened over public assistance features.

New NLRB Deadline for Jurisdictional Comment

From THE DAILY Bureau

WASHINGTON, Aug. 14. – The National Labor Relations Board has postponed from Aug. 18 until Sept. 2 the deadline for comments on its recent proposal to broaden its jurisdiction to take in additional theatres and other businesses. This will also postpone the Sept. 1 date originally set for the new rules to take effect.

The board did not, however, set any new effective date and will presumably let things slide until it sees the volume of public comments.

Carolina Supply Firm In New Charlotte Plant

Special to THE DAILY

CHARLOTTE, Aug. 14. – Standard Theatre Supply Co., of this city and Creensboro, has scheduled the business week of Aug. 18-25 as an open-house period for the inspection of its new offices and warehouse here.

Sociability will keynote each of the five days, with guests served refreshments, and drawings each day for door prizes.

'Deb' Big at Music Hall; 'Indiscreet' Set Record

Business continued in the r
breaking category at the Radio
Music Hall yesterday with long
forming all day for the openi
M-G-M's "The Reluctant Debut
Late in the day the gross was
mated to be a very high $27,00
cording to Russell V. Downing,
ident of the theatre.

Downing also said that W
Bros.' "Indiscreet," which conc
seven weeks at the theatre w
grand total of $1,200,000, set a
time record for any picture e
the play the theatre for an engag
of that length.

Tax Relief B

(Continued from page 1)

or less are tax-free, while the
expensive tickets are fully taxa

The House approved the bill
by a voice vote without a w
prior debate. The provisions
conference bill were read by the
and passage followed immediat

Moe Kerman Dies

(Continued from page 1)

opened a theatre in Brooklyn w
father in 1915. Later he bec
distributor with the Kerman
Exchange, a states rights unit, i
York. After World War II he
Favorite Films Corp. to handle
product and then set up Tud
Regal to distribute independen
foreign product to theatres and

He is survived by his widow
lian, a daughter, Irene, and
Arthur, who is president of Go
TV Corp.

'Match' Gross Big

Paramount Pictures reporte
terday it had underestimate
opening day gross of "The
maker" at the Little Carnegie T
here when it reported late on W
day that $2,000 was estimated
day. The film actually took in a
some" $2,646 at the 490-seat
Paramount said.

NEW YORK THEAT

RADIO CITY MUSIC HAL
Rockefeller Center • CI 6-4600
REX HARRISON • KAY KEND
"THE RELUCTANT DEBUTAN
JOHN SAXON • SANDRA DE
AN AVON PRODUCTION FROM M-G-
and GALA NEW STAGE SPECTACLE

MOTION PICTURE DAILY. Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Floyd E.
Photo Editor; Herhert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager, TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman,
Canby, Eastern Editors. Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; Telephone HOllywood 7-2145; Washington, J. A. Otten, National Press Club,
ington, D. C.; London Bureau, 4, Bear St. Leicester Square, W. 2. Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents
principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Roc
Center. New York 20, Telephone CIrcle 7-3100. Cable address: "Quigpubco. New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vic
dent and Treasury: Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 times
as a section of Motion Picture Herald; Television Today, published daily as a part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fame. Entered as
class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign. Single copi

tional
e-Selling

FE's" motion picture editor selected Stanley Kramer's "The Ones" for review in the Aug. e.

," in reviewing this film says, eb of complicated human and chains that link black and mericans becomes in Kramer's movie, a single chain 29 inches veighing three pounds and a black convict, Sidney Poi- a white one, Tony Curtis." UA release is more than just nment, it is an educational in North American culture.

•

riking ad on UI's "Twilight Gods" appears in the August "Redbook."

•

ia Loren, who is filming "That f Woman" in New York, de- in the Aug. 17 issue of " the first American she met. s a G.I. stationed in Naples. was living there after they ombed out of their home town. d, "we had almost nothing to e day I went hunting for food streets. I had no luck. I wan- nto a shoe-repair shop. There all American having his shoes He must have known I was . From a knapsack he pulled ige of G.I. food. I thanked him all the way home. That day a feast. After that I saw him ften. Now I am in this country e motion pictures. I find my- aring at faces in the street hope of meeting him."

•

Saxon, a serious young actor, iled in the August issue of teen." The article is illustrated full page photo of Saxon and stills from his most recent One of them is "The Reluc- ebutante" with Rex Harrison, ndall and co-starring Saxon and Dee. This new M-G-M film is its premiere this week at Radio Iusic Hall.

•

-M has signed off its ad for on the table of contents page Aug. 9 issue of "The Saturday g Post" with this message to ademy of M.P. Arts & Sciences: up the new Oscar for the Pic- the Year. Here comes 'Gigi'."

•

Call's" sent Leonard Slater to to interview John Gavin, star Time to Love and A Time to here this UI picture was filmed. terviewer appears in the August as the lead article in "McCall's department. A photo made on n of Lilo Pulver with Gavin ites the article.

WALTER HAAS

PEOPLE

Seymour Moses, an attorney who in the past has held managerial posts for M-G-M in several countries of Europe, has been elected vice-president and secretary of the Peerless Travel Bureau of New York, which he had rejoined as general manager on June 1.

□

Seymour Krawitz has resigned as publicity manager for the Michael Todd Co. to join with **Frank Goodman** in theatrical, film and television publicity.

□

Asme Chandlee, for the past 12 years a member of the M-G-M West Coast publicity department, has joined the publie relations firm of Cleary-Strauss & Irwin, Hollywood, as an associate.

Allied of Gulf States Mailing 'White Paper'

Special to THE DAILY

NEW ORLEANS, Aug. 14. – National Allied's "white paper"—its pamphlet titled "What the Motion Picture Theatres Mean to You, and What You Can Do to Save Them"—is being furnished to national and state legislators of this area by Allied Theatre Owners of Gulf States.

Abe Berenson, president of the Allied unit, stated that the pamphlet is accompanied by letters asking the legislator to support theatre exhibitors in their fight against distributors' marketing policies which, national Allied charges, violate injunctions of the court in an action brought under the Sherman Act by a previous administration.

The "white paper" also is being sent to non-members of the area, urging them to contact local merchants, property owners and organizations to stress the importance of the theatre to the community.

NLRB Hearing Put Off

HOLLYWOOD, Aug. 14.—The National Labor Relations Board has postponed its continued hearings on petitions by the American Federation of Musicians and the Musicians Guild of America in the jurisdictional dispute applicable to negotiating rights with the Society of Independent Motion Picture Producers, Samuel Goldwyn, RKO Radoi and the Independent Motion Picture Producers Association.

A SIMPP spokesman stated that this organization has reduced its activities and would not be involved in the hearings.

'Gigi' to Boston

M-G-M's "Gigi" will open at the Gary Theatre in Boston Aug. 29 on a reserved seat basis, it was announced yesterday by John P. Byrne, general sales manager.

Roxy's Future

(Continued from page 1)

yesterday afternoon between Frank H. Ricketson, vice-president of National Theatres and Russell Downing, president of Radio City Music Hall.

An announcement of Rockefeller Center's plans for the theatre is expected today. The property is immediately adjacent to the 48 story Time-Life building and there has been speculation ever since Rockefeller Center acquired the whole block a year ago over whether the Center would operate the theatre when the National Theatres lease expired or was surrendered, or raze the building and extend the new building through to Seventh Avenue.

Construction of the Time-Life building, now past the fifteenth floor, butts immediately on the rear stage wall of the Roxy. Architects on the project say a "curtain wall" of brick and masonry will be built against the theatre wall.

GPEC Sales, Income Drop for Six Months

General Precision Equipment Corp. for the first six months of 1958 had sales of $85,568,000 as compared with $93,299,000 for the same period of last year. Consolidated net income for the 1958 period was $754,000 as compared with $2,662,000 for the corresponding period of 1957.

After deducting dividends on the preferred and preference stocks these earnings were equivalent to 16 cents per share on the outstanding common stock for the 1958 period as compared with $2.10 per share for the corresponding period of 1957. For the three months ended June 30, 1958 sales were $42,567,000 as compared with $49,762,000 for the same period of 1957. The consolidated net income for the three months period of 1958 was $283,000 as compared with $1,554,000 in 1957.

Dividends Declared

Directors at a meeting this week declared the following dividends all payable September 15, to stockholders of record at 3:30 P.M., August 27:

A quarterly dividend of 40 cents per share on the $1.60 cumulative convertible preference stock; a quarterly dividend of 75 cents per share on the $3 cumulative convertible preference stock.

The quarterly dividend of $1.18¾ per share on the $4.75 cumulative preferred stock had been declared payable September 15, at the May 15 meeting of the board of directors. No action was taken in regard to a dividend on the common stock.

Disney Dividend Set

HOLLYWOOD, Aug. 14. – Directors of Walt Disney Productions, at their regular meeting here today, declared a quarterly dividend of 10 cents per share on the company's common stock, payable Oct. 1, 1958, to stockholders of record on Sept. 12.

'New' HERALD Has Feature on Horror

A survey of the current horror film cycle is featured in this week's edition of the new *Motion Picture Herald*, which last week inaugurated a policy of emphasizing in both its news handling and feature treatments the modern merchandising of product from its inception to its final point of sale at the theatre.

The horror picture feature, which is accompanied by a discussion of the new *vs.* the old horror picture by Arthur Mayer, "merchant of menace," points out that current release schedules list 24 straight horror pictures and another 17 science fiction pictures which lean more to horror than science.

'Post' Article Quoted

Reporting on the extent of penetration of the present cycle, the article touches on an article in this week's "Saturday Evening Post," and refers to television's eager acceptance of the popularity of horror pictures. Screen Gems, for instance, has a package of 52 old films dating back to the 1930's which it calls its "Shock Package" and another group of 20 which it is selling as "Son of Shock."

The article traces the history of horror picture cycles in the motion picture tradition and details the various characterizations which have made the most impact on the box office. Curiously enough, it is pointed out, the original Boris Karloff portrayal of "Frankenstein" in a Universal picture in 1931 started both Karloff and Universal in a lengthy and profitable horror career. Last year it was a new "Frankenstein" picture, "The Curse of Frankenstein" made by the Carreras brothers in England and released here by Warner Bros., which, because of its instantaneous success at the box office, is generally credited with having started the present cycle.

Directors Postpone Confab with Goldwyn

From THE DAILY Bureau

HOLLYWOOD, Aug. 14. – The Screen Directors Guild meeting with Samuel Goldwyn to resolve differences and possibly to sign a basic contract, scheduled for late yesterday, was postponed upon Goldwyn's receipt of wire from SDG president George Sidney stating, "Sorry to report committee unable to meet with you as all are involved in making pictures. Will contact you soon to set date for our meeting."

Gonzalez Buys 'Rose'

Mario Gonzalez, president of M. G. Jourdan Productions, has purchased "Thorny Rose," an original story by Carlos Toussaint, and plans to start production in November on location in Bermuda, Cuba, New York, Boston and Canada. Gonzalez is currently negotiating with two major companies for distribution. He leaves for Cuba on Saturday to begin pre-production work on the picture.

BIG STORY! BIG EXCITEME

AND NOW THE BIG GES

"Overwhelming visual and narrative force. Brilliantly produced, directed and acted. Top boxoffice. One of the screen's great Westerns — which is to say, one of the screen's great Entertainments. It's big and bold. A picture in the block-buster tradition. Set 'The Big Country' down as a money-maker of tremendous dimension."

—FILM DAILY

"'The Big Country' is a big picture. It has something for everybody and it should pay off handsomely. Has all the ingredients needed for solid entertainment. Exhibitors can expect top grosses."

—BOXOFFICE

"Good news for the trade: William Wyler's 'The Big Country' is everything it had a right to expect. Visually 'The Big Country' is stunning, Technirama and Technicolor have been used to capture the majesty of the vast outdoor settings in beautifully composed detail. Will call for consideration at Academy Award time."

—MOTION PICTURE DAILY

"No doubt about it — producers William Wyle
and Gregory Peck have got themselves a bi
picture. And big is the word for it. In cast, i
setting, in dramatic scope, the multi-millio
dollar western adventure adds up to one of t
biggest boxoffice packages of this or any oth
year. It's all there — the full sweep of the l
country, the monumental clash of the pro
rulers of cattle dynasties, the vigorous love
land and life — lavishly produced and fa
fully recreated in time and place by produ
director Wyler."

—INDEPENDENT FILM JOU

GREGORY PECK JEAN SIMMONS CAR

WILLIAM WYLER'S PRODUCTION "THE BIG

Co-starring
CHARLES BICKFORD

with CHUCK CONNORS · ALFONSO BEDOYA · Screenplay by JAMES
Based on the Novel by DONALD HAMILTON · Produced by WILLIA

WATCH FOR REALLY BIG OPENIN

BIG CAST! BIG PICTURE!

USINESS REVIEWS!

in every dimension and in every sense —
acting, cast and direction for a start; in color
otography and majesty of scenery; in con-
pt and story development; in romance, taut
spense and exploding action; in extraordi-
arily fine detail; in magnificent sweeping
anorama, and of course in audience and box-
ffice potentiality. All of it adds up to a produc-
ion which will make boxoffice and industry
history."

—MOTION PICTURE HERALD

" 'The Big Country' is a 'Giant'-sized motion picture, lusty, rousing and with great sweep. There is romance, humor and action on a grand scale in the Technicolor-Technirama production and the returns should be as big as the concept. 'The Big Country' promises to be one of the year's top grossers."

—DAILY VARIETY

" 'The Big Country' — even bigger as a lavish saga! Has the boxoffice appeal of an all-star cast, and the magic of William Wyler's directorial reputation to give it unusual marquee value. Vividly justifies the 'bigness' of the picture's title."

—HOLLYWOOD REPORTER

KER CHARLTON HESTON BURL IVES

COUNTRY" in TECHNICOLOR® and TECHNIRAMA®

LETT and ROBERT WILDER · Screen Adaptation by JESSAMYN WEST and ROBERT WYLER
GORY PECK · Directed by WILLIAM WYLER · An Anthony-Worldwide Production

THRU UA

ID REALLY BIG BUSINESS!

MOTION PICTURE DAILY'S BOOKING CHART

	ALLIED ARTISTS	COLUMBIA	M G-M	PARA.	20TH-FOX	UNITED ARTISTS	UNIV.-INT'L	WARNERS	OTHERS
AUGUST	**CRY BABY KILLER** Jack Nicholson, Carolyn Mitchell **HOT CAR GIRL** Richard Bakalyan, June Kenny **GUNSMOKE IN TUCSON** (CS, color) George Montgomery, Randy Stuart — 79 min. (Rev. 7/28/58) **EVERYBODY ROCK** Terry Dene	**BUCHANAN RIDES ALONE** (color) Randolph Scott, William Leslie—78 min. (Rev. 8/4/58) **TANK FORCE** (CS, color) Victor Mature, Leo Genn — 86 min. (Rev. 8/11/58)	**THE BADLANDERS** (CS, color) Alan Ladd, Ernest Borgnine — 83 min. (Rev. 7/16/58) **THE RELUCTANT DEB** (CS, color) Rex Harrison, Kay Kendall—96 min. (Rev. 8/4/58) **ANDY HARDY COMES HOME** Mickey Rooney — 80 min. (Rev. 7/29/58)	**THE MATCHMAKER** (VV) Shirley Booth, Anthony Perkins — 101 min. (Rev. 5/1/58)	**A CERTAIN SMILE** (CS, color) Rossano Brazzi, Joan Fontaine—106 min. (Rev. 7/30/58) **RX-MURDER** (CS) Rick Jason, Marius Goring **THE FIEND WHO WALKED THE WEST** Hugh O'Brian, Robert Evans — 101 min. (Rev. 8/6/58) **FLAMING FRONTIER** Jim Davis, Bruce Bennett — 70 min. (Rev. 8/12/58)	**THE DEFIANT ONES** Tony Curtis, Sidney Poitier — 97 min. (Rev. 8/5/58) **LA PARISIENNE** (color) Brigitte Bardot — 85 min. (Rev. 6/17/58) **CHINA DOLL** Victor Mature, LiLi Hua — 88 min. Rev. 8/1/58) **IT, THE TERROR FROM BEYOND SPACE** Marshall Thompson — 68 min. (Rev. 8/11/58) **THE CURSE OF THE FACELESS MAN** Richard Anderson — 66 min. Rev. 8/7/58)	**WILD HERITAGE** (CS, color) Will Rogers, Jr., Maureen O'Sullivan — 78 min. (Rev. 6/24/58) **TWILIGHT FOR THE GODS** (color) Rock Hudson, Cyd Charisse — 120 min. (Rev. 7/8/58) **VOICE IN THE MIRROR** (CS) Richard Egan, Julie London — 102 min. (Rev. 5/21/58)	**THE NAKED AND THE DEAD** (CS, color) Aldo Ray, Cliff Robertson — 131 min. (Rev. 7/9/58) **BAD MAN'S COUNTRY** George Montgomery, Neville Brand—68 min. (Rev. 5/26/58)	**NIGHT OF THE BLOOD BEAST** (AIP) Michael Emmet, Angela Greene **SHE-GODS OF SHARK REEF** (AIP) (color) Don Durant, Bill Cord **SCREAMING SKULL** (AIP) Alex Nicol, Peggy Weber **TERROR FROM THE YEAR 5,000** (AIP) Lloyd Costello, Joyce Holden **LISA** (DCA) Maria Schell, O. W. Fischer **SENECHAL THE MAGNIFICENT** (DCA) Fernandel, Nadia Gray
SEPTEMBER	**QUEEN OF OUTER SPACE** (CS, color) Zsa Zsa Gabor, Eric Fleming **NATCHEZ TRAIL** **LEGION OF THE DOOMED** Bill Williams	**THE WHOLE TRUTH** Stewart Granger, Donna Reed **GHOST OF THE CHINA SEA** David Brian **SHE PLAYED WITH FIRE** Jack Hawkins, Arlene Dahl—95 min. (Rev. 6/5/58)	**CAT ON A HOT TIN ROOF** (color) Elizabeth Taylor, Paul Newman — 108 min. (Rev. 8/13/58) **DUNKIRK** John Mills, Bernard Lee	**THE PARTY CRASHERS** Connie Stevens, Mark Damon **AS YOUNG AS WE ARE** Robert Harland, Pippa Scott	**THE HUNTERS** (CS, color) Robert Wagner, Robert Mitchum — 108 min. (Rev. 8/5/58) **HARRY BLACK AND THE TIGER** (CS, color) Stewart Granger, Barbara Rush **SMILEY GETS A GUN** (CS, color) Keith Calvert, Dame Sybil Thorndike	**GUN RUNNERS** Audie Murphy, Eddie Albert **COP HATER** Gerald O'Laughlin, Ellen Parker — 75 min. (Rev. 8/12/58) **THE BIG COUNTRY** (Technirama, color) Gregory Peck, Jean Simmons — 166 min. (Rev. 8/8/58) **TERROR IN A TEXAS TOWN** Sterling Hayden	**ONCE UPON A HORSE** (CS) Dan Rowan, Dick Martin — 85 min. (Rev. 8/8/58) **RIDE A CROOKED TRAIL** (CS, color) Audie Murphy, Gia Scala—87 min. (Rev. 7/23/58)	**WIND ACROSS THE EVERGLADES** (color) Burl Ives, Christopher Plummer **DAMN YANKEES** (CS, color) Tab Hunter, Gwen Verdon	**THE SECRET** (DCA) Sam Wanamaker, Mandy **TIME LOCK** (DCA) Robert Beatty, Lee Patterson **DEFEND MY LOVE** (DCA) Martine Carol, Vittorie Gassman
OCTOBER	**KING OF THE WILD STALLIONS** (CS, color) George Montgomery, Diane Brewster **JOY RIDE** Regis Toomey, Ann Doran **SPEED CRAZY** Yvonne Lime, Brett Halsey **WOLF LARSEN** Barry Sullivan, Peter Graves	**ME AND THE COLONEL** Danny Kaye, Curt Jurgens—109 min. (Rev. 8/6/58) **APACHE TERRITORY** (color) Rory Calhoun, Barbara Bates **KILL HER GENTLY** Griffith Jones, Marc Lawrence	**THE DECKS RAN RED** James Mason, Dorothy Dandridge **TORPEDO RUN** (CS, color) Glenn Ford, Ernest Borgnine	**THE BLOB!** (color) Steven McQueen, Aneta Corseaut **I MARRIED A MONSTER FROM OUTER SPACE** Tom Tryon, Gloria Talbott	**THE BARBARIAN AND THE GEISHA** (CS, color) John Wayne, Eilso Ando **THE LONE TEXAN** Willard Parker, Audrey Dalton **VILLA** (CS, color) Cesar Romero, Brian Keith	**MAN OF THE WEST** Gary Cooper, Julie London **FEAR MAKERS** Dana Andrews, Mel Torme **MENACE IN THE NIGHT** **HONG KONG CONFIDENTIAL** Gene Barry, Beverly Tyler	**RAW WIND IN EDEN** (CS, color) Esther Williams, Jeff Chandler — 89 min. (Rev. 6/22/58) **SAGA OF HEMP BROWN** (CS, color) Rory Calhoun, Beverly Garland—80 min. (Rev. 8/14/58)	**ONIONHEAD** Andy Griffith, Felicia Farr **THE OLD MAN AND THE SEA** (color) Spencer Tracy — 86 min. (Rev. 5/21/58)	**SUBMARINE X-2** (AIP) (Superama) **PARATROOP BATTALION** (AIP) (Superama) **THE GYPSY AND THE GENTLEMAN** (RFDA) (color) Melina Mercouri, Keith Michell **DANGEROUS EXILE** (RFDA) (VV, color) Louis Jourdan, Belinda Lee

elevision Today

ayhouse 90' operties Set

yhouse 90," CBS Television k dramatic program, will pre- n its 1958-59 season distin- l series of literary properties, announced by Hubbell Robin- r., executive vice-president in of network programs and crea- the award-winning weekly of 90-minute "live" dramas.

program will launch its third Thursday, Sept. 25 (9:30- P.M., EDT), with David Karp's l "The Plot to Kill Stalin," on research gathered in Europe ie help of Harrison Salisbury, Moscow correspondent for the York Times. Other properties led for the upcoming season follows:

Another for Fred Coe

Coe, who will produce "The Kill Stalin," will also produce ninute dramatization of this Pulitzer Prize-winner, James "A Death in the Family." productions will also include Conrad's "The Heart of Dark- and J. P. Miller's original tele- The Days of Wine and Roses."

Houseman will produce an tion of Pierre Boulle's novel, of a Hero." Houseman has also ed "Seven Against the Wall," ry of the Valentine's Day mas- n Chicago, from the forthcom- ok by Howard Browne. Among ier literary works which House- vill present are Henry James' s of the Dove" and Joseph Con- The Secret Agent."

Nuremberg Story Slated

oert Brodkin, who will concen- n outstanding original dramas levision, will produce "The ," an original by Reginald Rose, in Japan," an original by Stefano, and "The Trial at berg," an original by Abby He will also produce the series' ree-hour, two-part drama, an l by Robert Alan Aurthur "The Rise and Fall of Wilson

lon Duff will produce William n's Pulitzer Prize-winning vay comedy, "The Time of Your starring Jackie Gleason.

ng Arthur Penn's "Playhouse oductions this season will be an l Civil War drama, "The s of Richmond," by Doris Fran-

Yule Program Planned

ther highlight of the coming ouse 90" season is John House- scheduled production of "The cker," danced by the New York Ballet, as a special, 90-minute mas Day program.

Giveaway Attracts Even the Advertisers

Advertising agency executives who dream up giveaways on a king size scale to induce the public to take an interest in their products are themselves not immune to that kind of selling. WFIL-TV in Philadelphia, seeking to impress clients with the marvels of its new video tape process had a special half-hour telecast Tuesday night directed at agency executives. Each viewer was given a sheet on which to indicate whether he thought the sequence he was seeing on the screen was live or taped. Viewer with the most accurate score was given a two weeks vacation trip to Paris. They all looked.

Ginger Rogers Signed For Pontiac Special

Ginger Rogers has been signed to star on the CBS Television Network in a special, hour-long musical variety program, "The Ginger Rogers Show," as the first Pontiac special of the season Wednesday, Oct. 15 (10:00-11:00 P.M., EDT), it was announced by Hubbell Robinson, Jr., executive vice-president in charge of network programs. The program, sponsored by the Pontiac Motor Car Division of General Motors, will be a Bob Banner Associates, Inc., production and Banner's first program for the network.

The First of Four

"The Ginger Rogers Show" is the first of four Pontiac specials to be presented on the CBS Television Network this season. Stars of the other three are Mary Martin, Phil Silvers and Victor Borge.

The Oct. 15 program, on which Miss Rogers will both sing and dance, will originate ('live') in Television City, Hollywood. Bob Banner, who will produce and direct, was signed by the CBS Television Network this May after three years of producing and directing "The Dinah Shore Show."

L.A. to Honor St. Clare Radio-TV Patron Saint

From THE DAILY Bureau

LOS ANGELES, Aug. 14. – St. Clare, named last February by Pope Pius XII as the patron saint of television, will be honored here on Sunday at a mass in St. Joseph's Church, sponsor of the national radio and TV program, "The Hour of St. Francis."

Officiating at the mass will be Msgr. John J. Devlin, archdiocesan head of motion picture activities, and Msgr. Anthony J. Brouwers, radio and television representative.

Two TV Companies Set To Use AA Studio Lot

From THE DAILY Bureau

HOLLWOOD, Aug. 14. – In addition to other activities on the lot, two television companies soon will begin using facilities at Allied Artists studio, according to studio manager Eugene Arnstein.

Beginning tomorrow, Advenco will use stage facilities in connection with the "Bold Venture" series, and Allied Artists' new Western Street will be used by Filmmasters for the "Have Gun, Will Travel" series, beginning Tuesday.

Meanwhile, the William F. Broidy production of "Arson For Hire" is shooting on the lot, and tomorrow Scott R. Dunlap will begin filming "Gangster's Boy."

Three French Films For Venice Festival

Departing from custom, the Committee of the Festival of Venice has selected three French films for presentation this year, according to the French Film Office here. Normally, only two pictures per country are allowed, but M. Luigi Ammanati, the president of the Committee, decided that the high quality of the Gallic offerings submitted for the festival warranted the presentation of a third film, it was stated.

The selections are "Les Amants" ("The Lovers"), "En Cas de Malheur" ("In Case of Emergency") and "Une Vie," ("One Life").

'Tank' Gross $11,500

"Tank Force," Warwick production for Columbia, opened in Los Angeles Wednesday to a "resounding" $11,500 gross in a multi-run break in 15 area theatres. The figure is second only to that racked up by "The Bridge on the River Kwai" for the lineup of houses, Columbia said.

'Sergeants' Sets Mark

Warner Brothers' "No Time for Sergeants" has set an all-time record in its sub-run playdates in Chicago, where it has racked up a combined gross of more than $300,000, according to reports received here by the company. The film has been heavily promoted in the Windy City by 10-second spot announcements on radio.

SBA's Study

(*Continued from page 1*)

tional firms eligible for SBA loans. The agency has twice in recent weeks refused to reconsider its policy and make drive-ins eligible; in both cases, it had been asked to change its policy by the Small Business Committee, acting at the insistence of the Theatre Owners of America.

Will Reconsider

When the agency refused for a second time to reconsider, it did say that it would soon take a new look at its policy on loans in the entertainment field. It has now notified the committee that the orders have gone out to the legal staff to begin this look. However, the agency added, the lawyers are busily at work right now straightening out problems under two small business bills recently passed, and it might be the early fall before they get to the problem of loans for entertainment firms.

Paramount Net

(*Continued from page 1*)

$760,000 after deducting applicable income taxes, representing profit on sale of land and building. These earnings compared to $1,060,000 in 1957 which included no special income.

Earnings for the first six months this year were equal to $1.39 per share based on 1,839,216 shares outstanding at June 8 and net income was $5.58 per share. In 1957 earnings were equal to $1.18 per share, based on 1,999,316 shares then outstanding.

Dividend Voted

The board of directors yesterday voted a quarterly dividend of 50 cents per share on the common stock, payable Sept. 12 to holders of record Sept. 2.

To Reopen Theatre

ALBANY, N. Y., Aug. 14. – The former Smalley Theatre in St. Johnsville, later operated as a community enterprise under the management of Carl Bovee, will be reopened Sept. 5 by Alex Pedro. Pedro had been in charge of a Smalley theatre in Dolgeville, which Fred Fisher now conducts as The Family. Howard Goldstein, who buys and books the latter, will similarly serve for the St. Johnsville situation.

Do you like ground glass in your gullet for dinner? ***Medium rare!***

COMPLIMENTS OF

THE FIEND WHO WALKED THE WEST

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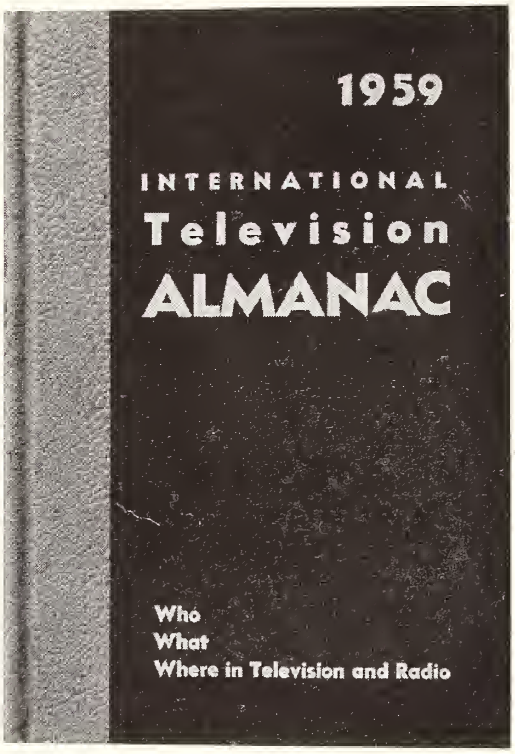

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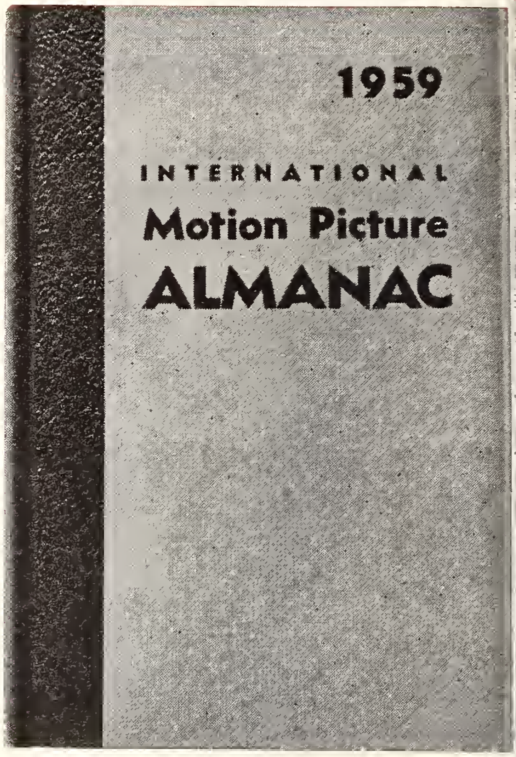

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MOTION PICTURE DAILY

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and
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Point

84, NO. 34 NEW YORK, U.S.A., MONDAY, AUGUST 18, 1958 TEN CENTS

ller Announces

G-M Plans
Campaign
'Tin Roof'

papers, Magazines and o Coverage Outlined

By JAMES M. JERAULD

v's, Inc., is planning the big-dvertising campaign on "Cat Iot Tin Roof" since "Raintree County." Si Seadler, advertising manager, said at a press conference on Friday he would not estimate the total budget, because a large amount of cooperative advertising with theatres is to be added to the national cam-already started.

Seadler

national campaign includes 35 pers with a combined circula-15,807,225 and national mag-with a combined circulation 403,249 and an estimated read-of 90,246,300.

campaign is designed for the

(Continued on page 2)

A to Get Report on nston Trip Today

Johnston, president, will re-the Motion Picture Export As-on board at a special meeting on conferences held during his broad. Johnston returned to ork over the weekend.

nston's itinerary began in Lon-

(Continued on page 3)

elevision Today Page 6

NT Leaves Roxy Sept.; Plan to Reopen 'Wind'

National Theatres will conclude its seven-year tenancy in the Roxy Theatre here the last week in September, it was announced at the weekend by F. H. Ricketson, NT vice-president. At the same time he said that "Windjammer," in Cinemiracle, "interrupted by termination of the Roxy lease," will be continued in New York at a theatre and a date to be announced.

Meanwhile Russell V. Downing, president of the Radio City Music Hall, said at the weekend that Rockefeller Center, Inc., owners of the Roxy, would announce future plans for the theatre within a week or ten days. Rockefeller Center, which operates the Music Hall, will either do the same for the Roxy or lease it to another company for motion picture theatrical operation, he said.

Fight Sales Expected To Hit Peak Today

Advance sales for the closed-circuit telecast of the Floyd Patterson- Roy Harris heavyweight fight from Los Angeles tonight were expected to pick up over the weekend and to reach the peak today, local exhibitors who have

(Continued on page 6)

UA Gets Film Rights To L.A. Bout Tonight

United Artists has acquired the world - wide motion picture rights to the heavyweight championship fight between Floyd Patterson and Roy Harris, at Wrigley Field in Los

(Continued on page 6)

Final Victory for Relief Now in Sight

Admissions Tax Bill Goes to Eisenhower

Senate Follows House with Ratification; Treasury to Recommend President Sign

By J. A. OTTEN

WASHINGTON, Aug. 17.–Legislation exempting the first $1 of ticket charges from the 10 per cent Federal admissions tax is now on the President's desk awaiting his signature.

The Senate on Friday approved the bill, sending it to the White House. The House had approved on Thursday the compromise version of the big excise revision bill, including the admissions tax amendment.

There seems little question that the President will approve the bill. Though Treasury Department officials are not happy over the admissions tax provision, there are many other provisions in the big revision bill they want to see on the statute books, and they freely admit they will recommend that the bill be signed.

Under its terms, the new admissions tax basis would be effective January 1, 1959. Right now, the tax is not levied on tickets costing 90 cents or less, but tickets costing more are fully taxable. Under the new pro-

(Continued on page 3)

No Admission Raises Expected on Broadway

Broadway exhibitors do not contemplate raising their admission prices when the new Federal tax bill, exempting the first $1 of all theatre tickets from the 10 per cent tax, goes into effect, a spot check of managements revealed at the weekend.

Several Broadway theatres now charge 90 cents from opening to 1 P.M. Under the new tax bill this

(Continued on page 3)

Adler Answers Charge Against Aylward Film

Buddy Adler, for 20th Century-Fox, on Friday replied to charges by Gladys Aylward which criticized the company's forthcoming "Inn of the Sixth Happiness." Her allegations against the picture were carried in an Associated Press story. In his reply, Adler, in charge of production at Fox, said:

"Gladys Aylward is one of the great

(Continued on page 2)

Product 'Log Jam' Leads Agenda for Jersey Allied Meet Opening Today

Special to THE DAILY

KIAMESHA LAKE, N. Y., Aug. 17.–Intensive discussion of a product log jam in the North Jersey area will be the major feature of the agenda for the Allied of New Jersey convention opening here tomorrow at the Hotel Concord. About 200 New Jersey exhibitors, their families and guests have registered for the three-day meeting which this year is being held at the height of the social season in this active resort area.

The convention will open tomorrow with an all day business session to be devoted entirely to the national Allied "White Paper" of a month ago which indicted the major distributors and the Department of Justice for not

(Continued on page 2)

Tax Revision Measure On Eisenhower's Desk

From THE DAILY Bureau

WASHINGTON, Aug. 17. – In addition to the admissions tax bill now on President Eisenhower's desk for signature, there is also awaiting the Chief Executive's approval the important tax revision measure, which includes provisions for the relief of small business. Both the Senate and

(Continued on page 3)

Stills Reviewed in July Set All-Time Record

Motion picture stills reviewed by the MPA Advertising Code Administration set an all time high in the month of July. The board passed on 20,390 in the one month.

PERSONAL MENTION

IRA TULIPAN, 20th Century-Fox publicity manager, and MRS. TULIPAN returned over the weekend from England and the Continent.

•

ALBERT DEANE, manager of Paramount Pictures' department of censorship and editing, left here on Saturday by plane for London.

•

HARRY BAKER, 20th Century-Fox chief expediter, will return to his duties here today following two weeks in South Jersey.

•

EDWARD L. SAXE, CBS-TV vice-president in charge of operations, returned to New York from London on Saturday via B.O.A.C.

•

HARRY ONORATI, president of the 20th-Fox Record Company, and DICK WINTERS, liaison with the parent company, will leave here today for Chicago.

•

JAMES H. NICHOLSON, president of American International Pictures, and SAMUEL Z. ARKOFF, vice-president, arrived here late last week from the Coast.

•

HERBERT JAFFEY, 20th Century-Fox International publicist, left New York over the weekend for Mexico City.

•

LARRY MORRIS, B. S. Moss Theatres vice-president and general manager, will return to New York today from Florida.

•

DON MURRAY and HOPE LANGE, his wife, will arrive in New York tomorrow from Hollywood, and will leave aboard the "Ile de France" on Friday for Europe.

•

JOSEPH WOLFSON, talent agent, left here on Friday for Bermuda via B.O.A.C.

•

HAROLD HECHT, of Hecht-Hill-Lancaster, has returned to New York from London. After three days here he will leave again for the British capital.

Mark Hanna Dies

Mark Hanna, literary and theatrical agent and one-time representative in China for Paramount Pictures, died here on Thursday at the age of 59 following a cerebral hemorrhage. Services will be held tomorrow at Campbell's Funeral Church, 81st Street and Madison Avenue.

Big Campaign for 'Tin Roof'

(*Continued from page 1*)

opening of the picture in more than 100 key situations Labor Day weekend.

Jack Byrne, general sales manager, who was also at the conference, said there is every indication that the picture will be a tremendous hit. The title is already nationally known because the Tennessee Williams play has stirred up endless discussion since it opened at the Morosco Theatre March 25, 1955, and later won a Pulitzer Prize.

More than a month in advance of release the M-G-M "Picture of the Month" columns have been devoted to the picture. This column is considered one of the most influential national magazine columns. It runs in preferred positions in eight national magazines – Cosmopolitan, Good Housekeeping, Look, McCall's Magazine, Redbook, Saturday Evening Post, Seventeen and True Story.

Fan Magazines Included

Life heads the list of general magazines in which a one-page, four-color ad is to be used. The others are: Modern Screen and Screen Stories of the Dell Group, Movie Life and Movie Stars Parade of the Ideal Movie Group, Motion Picture, Movieland and TV Time, Photoplay, Screen Stars, Screenland.

Two-color area saturation is intended for the Sunday preceding the opening to stimulate point-of-sale attention. These will be 1,000-line ads in 35 papers across the country with a combined circulation of 15,607,225.

The Chicago Tribune will blanket that territory with a full-page ad in four colors. The circulation in that territory is 1,276,215.

Will Aid Local Drives

The company will cooperate with exhibitors in their local campaigns. M-G-M is also providing extra trailer service with a gratis teaser trailer designed to precede the studio's regular trailer. All bookings have been provided with the teaser through the facilities of National Screen Service.

There also will be an intensive national radio campaign. The company has for years assembled a choice of selected time slots. This penetration will be for two and one-half weeks.

There will be no television use. Seadler pointed out that this time of year radio is generally considered a better buy.

Adler Reply

(*Continued from page 1*)

women of modern times and that is exactly how we have portrayed her. The life she has lived, the sacrifices she has made to help make the world a better place for the downtrodden of China deserved to be dramatized and that is exactly what we have done in 'The Inn of the Sixth Happiness.'

"Our motion picture is a dramatization of Alan Burgess' book which was based upon Miss Aylward's life and which was fully approved by her. From the novel, Miss Isobel Lennart's screen play has captured the brilliant spirit of Miss Aylward's sacrifices and achievements and Mr. Mark Robson, winner of many awards for his outstanding ability has sensitively directed this film in the best of taste in the finest traditions of the cinema art.

"Miss Ingrid Bergman's performance is nothing short of magnificent and we are sure that when Miss Aylward sees the completed motion picture she will find nothing that will not meet with her complete approval, for 'The Inn of the Sixth Happiness' is an inspiring and fitting tribute to this great woman's heroic life. This is confirmed by a statement of Mr. Alan Burgess, the author, who said 'the motion picture captures the life of Gladys Aylward as I wrote about it'."

LANPA Offers to Serve As 'Screener' of Ads

From THE DAILY Bureau

HOLLYWOOD, Aug. 17. – The Los Angeles Newspaper Publishers Association which recently expressed an intention to protect its readers from objectionable motion picture advertising, will propose its assistance to the Motion Picture Association of America as a screening agent for all advertising copy contemplated for newspaper use.

Arthur G. Pollock, LANPA chairman, stated today he was preparing a letter to Gordon White, director of the Advertising Code Administration, offerng such assistance as a time-saving, money-saving measure for distributors whose newspaper ads may be subject to last minute refusal by member publishers.

Pollock said his association would be happy to make any recommendations for changes in copy, if necessary, before the advertisement is completed for national release.

AA Dividend 13¾c

HOLLYWOOD, Aug. 17. – Allied Artists Pictures announced that a dividend of 13¾ cents per share on the company's 5½ cumulative convertible preferred stock will be payable on September 15, to stockholders of record on September 3. The dividend was voted on Aug. 13.

Product 'Jam

(*Continued from page 1*)

following and enforcing the provisi
of the consent decrees. Allied of N
Jersey has not had a formal meet
since the "White Paper" was p
lished by national headquarters an
is expected that action will be tal
towards publicizing the charges
the general press and other me
reaching the public.

Tuesday there will be discussion
general business from the floor a
election of officers with Sidney St
scheduled to be re-elected to
fourth term as president.

Product Talks on Wednesday

Wednesday the sessions will be
voted to discussion of the prod
clearance and availability in the no
Jersey area, described as "despera
by Allied members. They point o
for instance, that even though th
has been top product released t
summer it has not been availa
for most subsequent run theatres
cause the first runs have been hold
such pictures as "River Kwai" a
"Ten Commandments" for long ru
thus backing up other top product

The situation is aggravated by
fact that New York Broadway hou
hold clearance over the area, a si
ation which exhibitors hold is a
malous because few residents of
area go to New York to shop
movies.

The social program for the conv
tion will revolve around the sum
activities at the Concord which
clude golf, tennis, riding, swimm
and night club shows.

Free Parking Offered By Portland Theatres

Special to THE DAILY

PORTLAND, Ore., Aug. 17. –
stimulate summer business at Po
land's downtown theatres, both
Fox and Orpheum, Evergreen th
tres, announces they will provide f
parking. Both will split the Rose C
Traction company's fare.

Patrons will pay for parking at
downtown garage and then pres
the ticket at box offices of eit
theatre. Upon presentation at the b
office the cashier will pay for
return ticket also.

UA Appoints Kwok

Appointment of Eric Kwok to
post of branch manager for Uni
Artists in Hong Kong, replacing J
ven Chow, who has resigned, was
nounced at the weekend by Arn
Picker, vice-president in charge of f
eign distribution. Kwok is a vete
of the industry with a broad ba
ground of experience in Hong Ko
where he served as manager for R
since 1933.

MOTION PICTURE DAILY. Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Floyd E. Sto
Photo Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager, TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Vinc
Canby, Eastern Editors. Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; Telephone HOllywood 7-2145; Washington, J. A. Otten, National Press Club, Wa
ington, D. C.; London Bureau, 4, Bear St. Leicester Square, W. 2. Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in
principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefel
Center. New York 20, Telephone CIrcle 7-3100. Cable address: "Quigpubco. New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-Pr
dent and Treasury; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 times a y
as a section of Motion Picture Herald; Television Today, published daily as a part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fame. Entered as sec
class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign. Single copies, 1

Good for Admission ox Horror Picture

patron presenting a fly with a head at the boxoffice of any the RKO theatres in the Great- York area showing 20th Cen- 'ox's horror film "The Fly," be- g August 29, will be admitted f charge. The offer is good for ening day only.

ons bringing the flies must en- the insects in small bottles or containers with air holes. Only ies will be accepted in lieu of sion. Patrons are also cautioned nly one fly with a white head e accepted per person.

PEA Report

(*Continued from page* 1)

where he held a series of meet- with MPEA European represent- and conferred with British of Trade officials for the re- of talks on the Anglo-remit- agreement. It was reported from n that the discussions will be n Washington on Sept. 30. From n Johnston went to Paris, Rio neiro and Buenos Aires.

May Discuss Russia

the meeting today the MPEA may also take up the status of negotiations with Russia in ef- o work out a deal for each coun- buy and distribute each other's

ks with the Soviet delega- ast spring ended in a stalemate. meeting late last month MPEA considered means for overcom- e obstacles to reaching a final nent with the Russians without ng any conclusions. Johnston sted that the MPEA resume dis- ns on the subject when he re- l from abroad.

nston and Turner Shelton of the Information Agency are due in w Sept. 8 to meet with the Rus- ilm negotiators.

B. Andrews Dead

MTER, S. C., Aug. 17. – Carl drews, who had been in the e business since 1928, died at ey Hospital here Aug. 13 after ness of about three months. He 58. At the time of his death ws was owner and operator of unset Theatre in Sumter. He Mason and Shriner, and was resident of the Sumter County er of the American Cancer So-

es' Sets New Record

ICAGO, Aug. 17. – Stanley er's "The Defiant Ones," which all-time opening day record at oosevelt Theatre here, then pro- d to reach a new high for a sec- lay mark, it was announced by l B. Wallerstein, president of an & Katz. The second day fig- vas $7,450.

Expect No Ticket-Price Rise on Broadway

(*Continued from page* 1)

could be increased to as much as $1.05 and the whole amount would be exempt from Federal tax.

On the other hand Broadway theatres will acquire a considerable boost in non-taxable receipts with the first $1 of all tickets—including the higher-priced afternoon and evening ones—free of Federal levy. This gain is expected to be such that the majority of exhibitors sees no necessity to raise early morning prices when patron resistance might well develop.

Some of the Broadway executives are leaving the door open, however, to possible revisions in prices along the line. They said they expect to go over the question thoroughly between now and the first of the year and weigh both the advantages and disadvantages before they definitely make up their minds one way or the other.

As for the neighborhood theatres in the metropolitan area, circuit executives said they would receive the greatest benefits from the new bill on the occasions when they raise their prices over $1 for special "blockbuster" attractions. Otherwise, there was little indication at the weekend that the suburban theatres would hike their regular admission prices beyond those which presently prevail.

Out-of-town, however, exhibitors with first-run theatres charging 90 cents are expected in many cases to raise at least to $1. Heretofore, because of the tax, they had to consider either raising to $1.25 or remaining at 90 cents. If they had raised to $1 only nine cents would previously have gone to the Treasury and only one cent to the box office. Under the new bill they will be able to go to as much as $1.05 and not have it increased by tax.

90-Cent Level Maintained

Previously the choice was either to remain at 90 cents or go to $1.25 to make the increase, less tax, worthwhile. In almost all instances that was considered too great a jump for patrons to accept, so the theatres were forced to stay at 90 cents.

Tax Revision Measure

(*Continued from page* 1)

the House approved the compromise version of this bill on Friday. Signature by Mr. Eisenhower is considered certain.

Up to $10,000

Small business provisions would permit firms to take extra-large depreciation allowances the first year on as much as $10,000 of new or used machinery, equipment or fixtures; permit a firm losing money to carry the loss back as much as three years to cut income and get tax refunds from earlier years; permit persons investing in small firms to get more tax advantage from any losses; and provide a 10-year spread-out of the estate tax due on estates consisting largely of closely-held businesses.

Income-Spread Permitted

Taxpayers winning anti-trust damage awards could count the awards as income spread over the years the injury was received, rather than in the year the award is made. This will have the effect of cutting the tax on the damages won. Small, closely-held corporations could elect to be taxed as though they were partnerships.

Brodie-Davis to Produce

HOLLYWOOD, Aug. 17. – Steve Brodie, currently starring in William F. Broidy's "Arson for Hire," for Allied Artists, has joined with producer Hal Davis, of Bar-Dot Productions, in the formation of a company to produce films for motion picture and TV use. The company's first film will be "Flight Plan."

Davis produced 26 of the 39 "I Rode Danger" shows which starred Brodie.

To Present Award

Mrs. Eleanor Roosevelt will present the Berlin Film Festival's Silver Bear Award, for best performance by an actor to Sidney Poitier, star of Stanley Kramer's "The Defiant Ones" on Tuesday. Poitier, who won the award for his role in the United Artists' release, will receive it at 6:30 P.M. in Mrs. Roosevelt's apartment here.

'Everglades' Group Welcomed in Miami

Special to THE DAILY

MIAMI, Aug. 17.—A reception committee of prominent citizens, headed by Mayor Robert King High of this city, tonight greeted Budd and Stuart Schulberg, author and producer, respectively, of Warner Brothers' "Wind Across the Everglades" and cast members of the picture, including Gypsy Rose Lee, Tony Calento and Sammy Renick.

Premiere Wednesday

The group arrived here for the world premiere of the film on Wednesday at three Miami area theatres—the Olympia, Miami; the Beach, Miami Beach, and the Gables, Coral Gables.

Gov. LeRoy Collins of Florida is expected to head a host of Miami and Miami Beach dignitaries participating in the festive opening night ceremonies at the Beach Theatre.

Following the three-theatre opening, "Wind Across the Everglades" will begin saturation engagements in 150 houses in Florida and Georgia.

Booklet on Movie Stamp

Movie Stamps, Inc., here has issued a brochure explaining in detail its plan for the use of stamps by theatres, which give them away at the rate of one stamp for each admission. The stamps, which feature star head stills, are redeemable for a wide list of premium gifts.

Tax Relief Bill

(*Continued from page* 1)

vision, no matter how much the ticket costs, the first $1 will be tax free.

There was no Senate debate on the measure Friday, the senators shouting speedy approval after hearing Senate Finance Committee chairman Byrd (D., Va.) briefly describe the bill's provisions. The same circumstances surrounded House approval Thursday. Actually, the admissions tax provision was barely mentioned on either Senate or House floor throughout the action on the bill.

Casolaro Returns with 15 Italian Films

Salvatore Casolaro, president of Casolaro-Ciglio Films Distributing Co., which will offer in the Fall the American premiere of the S. Hurok presentation of the film version of "Tosca," returned here from Europe yesterday by air with 15 new Italian motion pictures. They will be released over the next year.

Star to Visit U.S.

The Puccini opera, in CinemaScope and Eastman Color, will have a gala premiere at the Trans-Lux Normandie Theatre on a reserved seat policy. Casolaro has completed arrangements for Franca Duval, who appears in the title role of "Tosca," to return to this country for personal appearances in the exploitation of the premiere.

He'll cut your heart out and hand it to you! *No charge for the operation!*

COMPLIMENTS OF

THE FIEND WHO WALKED THE WEST

A new kind of thrill sensation against a new kind of background!

ZOOMING
TO SKY-HIGH
BOX-OFFICE
FOR
LABOR DAY!
The first great spectacle
of the jet age!
THE
COLOR by DE LUXE
CINEMASCOPE

20th CENTURY-FOX PRESENTS

ROBERT MITCHUM
ROBERT WAGNER
RICHARD EGAN
MAY BRITT
LEE PHILIPS

HUNTERS

PRODUCED AND DIRECTED BY **DICK POWELL** SCREENPLAY BY **WENDELL MAYES**

Television Today

IN OUR VIEW

ROBERT W. Sarnoff, chairman of the board of the National Broadcasting Company, is a keen and analytical student of the medium to which he is dedicated, and his remarks concerning various phases of its operation are always pertinent, interesting and often challenging. Recently he spoke at the initiation of new expanded facilities for WSYR and WSYR-TV in Syracuse, N. Y., NBC affiliates, and made mention of the fact that the broadcasting industry is under more concentrated attack than at any time in its history.

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The chief source of the attacks is the Government, in one form or another, either executive officials or legislators. Investigations pile one on another, as committees, agencies and individuals prod and press, seeking they know not what, for the most part. It is in the nature of a tug-of-war, since one set of self-appointed critics, or investigators, demands abrogation of certain basic principles, while another group seeks some change which in effect would be the opposite from the first demand.

But there is another, less vocal, less visible type of conflict which Mr. Sarnoff sees as equally important and significant and equally crying for a general airing, and that he sees as the developing attitude of antagonism by some newspapers for television broadcasting, stemming from the increasing competition for the advertising dollar.

He cites three main facets of attention accorded television by the newspapers, the main news section, the criticism of television shows and the business and advertising news section. The speaker reports his findings that more and more broadcasters are leaning to the belief that newspapers are seeking, hard, for news which scores television, or by implication places broadcasting in an unfavorable light.

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Mr. Sarnoff cited several examples of the point he was making, where news which could be considered less than favorable to broadcasting was given position out of proportion to its real relative worth. Likewise he cited instances where legitimate criticism of a new program was warped into a general criticism of all programming. In the third category he indicted newspapers in the same vein, charging over-emphasis, and that deliberate, on the alleged switch from TV to printed media by advertisers and the like. Unfair? certainly. Unjustified? without question.

Mr. Sarnoff points out accurately that the newspaper simply reduces the number of pages published when advertising revenue falls off, thus cutting, at least to some extent, the loss potential. Television, on the other hand, must maintain a given number of hours of broadcasting daily, whether those programs are sponsored or not.

The executive's concluding point, with which we heartily agree, is that broadcasting should come out in the open in any controversy with newspapers, many of which, incidentally, are themselves TV station owners. These media should both be selling the value of advertising, as a prime method of moving out of the current recession into the bright economic days which many leading economists foresee for the next decade. Backbiting by newspapers, in the final analysis, will do no one any good. There's room for both to move forward, constructively.

—*Charles S. Aaronson*

ABC-TV, Affiliates Open Meet Here Today

The first of four exploitation-publicity-promotion-advertising meetings will be held by the ABC Television Network in New York starting today. The two-day session will take place at the Hotel Warwick.

The network will follow with meetings at Chicago's Hotel Blackstone on Aug. 21 and 22, the Statler-Hilton in Dallas, Tex., Aug. 25 and 26, and the Sheraton Palace in San Francisco, Aug. 28 and 29. Representatives of more than 70 ABC Television affiliates will attend the sessions.

Mesibov, Linger to Attend

Sid Mesibov, ABC Television director of exploitation, and Dean Linger, ABC television director of advertising and promotion, will attend all four sessions.

Michael J. Foster, vice-president in charge of press information, will take part in the meetings at New York and Chicago, and Ernest Stern, director of press information for ABC-TV's Western Division, in the meetings in Dallas and San Francisco.

Schneider to Manage WCAU-TV, Philadelphia

John Schneider, general manager of CBS Television Spot Sales, will be named general manager of WCAU-TV in Philadelphia when the transfer of the station from the Bulletin Company to Columbia Broadcasting System, Inc., becomes effective, it was announced by Donald W. Thornburgh, president of WCAU, Inc.

At the same time, Craig Lawrence, vice-president, CBS Owned Television Stations, announced that Bruce Bryant would become general manager of CBS Television Spot Sales. Bryant now holds the position of Eastern sales manager.

REVIEW:

Rx Murder

Templar—20th-Fox—CinemaScope

The British, who generally do these whodunits well, in this instance did it passably. Considering the real life drama to which this apparently runs parallel, they could have made a thriller. There *was* a doctor in a sleepy old English seashore town who only several years ago stood trial and made headlines; there probably have been others. The story *still* has to be told on screen of the doctor who murders several wives, prospers on their leavings, cultivates the respect of his superannuated patients, and placidly enjoys life under the pietistic genuflection a public generally accords the medical profession. Until, that is, the law finally steps in. Or, a private gumshoe.

In this instance, it's an American who typically feels he can track, bait, and capture the culprit alone. Rick Jason handles this capably, although one misses the polite but shrewd British cops. The script allows him some perception, initiative, charm, and with this nice combination by devious but thorough questioning of the inhabitants of the old hotel in which he stays and the mad doctor visits, he uncovers the doctor's misdeeds, and romantically courts and rescues the madman's current target. She's a lovely, also rich, girl whom the doctor had as secretary and intends to marry, and whom he has convinced has a blood disease. Jason discovers the doctor's been administering drugs which simulate the disease. He confronts him with conjecture about crimes past, proof of crime present, and then has to fight him atop a cliff. The doctor falls, not Jason.

Marius Goring is the handsome, cultured many-wived doctor whose first drank herself dead, second strangled and third fell off a cliff. Another bright performer is Mary Merrall, gabby spinister. Flaws are Sandu Scott, as she's billed, the third wife, a nasty caricature of an American, whom audiences here won't believe; flashbacks lacking plot integration; background projections which jiggle obviously; and that hackneyed battle on the cliff.

Running time, 85 minutes. General classification. Release, August.

FLOYD STONE

Company Dividends $1,110,000 in July

From THE DAILY Bureau

WASHINGTON, Aug. 17. – Publicly reported cash dividends of film companies were $1,110,000 in July, far below the $1,824,000 reported in July of last year, according to the Commerce Department.

The department said the drop was due to the fact that American Broadcasting-Paramount Theatres this year paid in June a $1,000,000 dividend paid last year in July. Dividends reported for the first seven months of this year were $13,281,000, compared with $16,353,000 for the like 1957 period.

Papers Now Being Drawn For Columbia-Pathe Deal

From THE DAILY Bureau

HOLLYWOOD, Aug. 17. – Pa are now being drawn, and signat expected shortly to close the whereby Columbia Pictures' lab tory and equipment will be purch by Pathe Laboratories, Inc., with processing of Columbia films to done by the latter company.

Fight Sale

(*Continued from page 1*)

booked it said here on Friday. bout is to be telecast in 21 the in the metropolitan area.

Until late last week sales had "spotty," but exhibitors said this lowed a pattern of previous fight casts. The bulk of ticket sales is ways done on the actual day of bout, they pointed out.

Meanwhile, executives of PrompTer, Inc., sponsors of the cast, continued confident at the w end that the fight, which is to be in 151 theatres and auditoriums a the country, would do well over 000,000 gross. The previous net high for closed-circuit telecasts re edly was set by the Marciano-M fight in 1955 when 133 theatre 93 cities racked up a total of $1,000,000.

UA Gets Rights

(*Continued from page 1*)

Angeles tonight. Joint annou ment was made at the w end by William J. Heineman, Un Artists vice-president in charge of tribution, and Irving Kahn, presi of TelePrompTer Corp.

United Artists previously brought to the screen such fight the Marciano-Wolcott, Marci Charles (both fights), Marci Cockell, Marciano-Moore and the Robinson-Basilio matches.

Hearing Set Today o Radio Bout Injunctio

All parties on Friday agreed postpone until today a hearing on injunction sought by TelePromp Inc., to prevent radio station W from "recreating" the Floyd Pa son-Roy Harris heavyweight ch pionship bout in Los Angeles toni

TelePrompTer, which owns ra television and motion picture right the fight, is televising the event closed-circuit into theatres only. T is to be no radio broadcast f ringside. WOR had announced would broadcast a summary of fight as furnished by the news service after each three rounds.

The application of TeleProm for an injunction against WOR filed in State Supreme Court Wednesday, and the station was rected to show cause Friday wh should not be restrained from pres ing the broadcast.

All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

. 84, NO. 35 NEW YORK, U.S.A., TUESDAY, AUGUST 19, 1958 TEN CENTS

ITORIAL

ompo Tax Victory

By Sherwin Kane

NOTHER $20,000,000 to $25,000,000 in much needed tax relief for the industry will be in sight the signing by President Eisen- er of the bill providing for ex- tion of the first dollar of admis- price from the 10 per cent Fed- tax.

his will extend to downtown first theatres a portion of the tax re- won by Compo earlier for small n and subsequent run theatres the exemption from the Federal of tickets costing 90 cents or less. another Compo victory, of course, uced the tax from 20 per cent to per cent.

•

urely, if Compo had done no other k than that performed in the area admissions tax relief it would have e than justified its existence and right to continue to function. In ry one of its four tax reduction npaigns, it was successful, despite fact that one of its victories was celled out by Presidential veto er it had been won from Congress. ch of its campaigns was conducted inst the heaviest of odds.

One of the lasting results of the mpo activities on the legislative nt, and a plus for the entire in- try, has been the direct contacts de with legislators from all over country and the resultant friend- p and understanding won for a eagured theatre business.

•

For these achievements the industry ndebted to Compo, to its tax com- tee and especially to its special unsel, Robert Coyne, who engi- ered the last tax relief campaign ainst the greatest odds of all, and o was in the midst of the three lier campaigns.

One of the best and easiest ways which the industry can show its preciation is to insure Compo's ure with whatever is needed for its ntinued functioning and by entrust- to it useful additional projects and means of achieving them.

• •

ODERN SELLING

EW proof that hard-hitting promotion and extra showmanship effort y off handsomely in today's ticket rket is being furnished by United

(*Continued on page 2*)

Future Bright for Films in Argentina, Brazil: Johnston

The business outlook for U.S. film companies in Brazil and Argentina is extremely bright, Eric Johnston, president, told a meeting of the board of the Motion Picture Export Association here yesterday. Johnston returned to New York at the weekend from a trip to the South American countries and also to Europe.

In Argentina and Brazil Johnston conferred with government officials as well as industry leaders on the admission price situation as well as other matters. The MPEA head said he was "graciously received" by state officials in both countries, and following conferences with them, he was highly optimistic on the future of the film

(*Continued on page 3*)

'Defiants' Setting 37-Year Record in Chicago Bow

Special to THE DAILY

CHICAGO, Aug. 18. – Stanley Kramer's "The Defiant Ones" is heading for the biggest opening week in the 37-year-history of the Roosevelt Theatre here, with an estimated minimum gross of $53,500, according to David B. Wallerstein, president of Balaban & Katz. The figure is 25 per cent higher than any previous first-week gross, he said.

The United Artists release had its world premiere at the Roosevelt last Wednesday, and has been doing record-breaking business on every succeeding day.

Schary to Make Five Civil War Films for TV

From THE DAILY Bureau

HOLLYWOOD, Aug. 18. – Dore Schary told a press conference at the NBC Burbank studios today that he will produce five 90-minute Civil War epics for the 1961-'62 season, which will mark the 100th anniversary of the War Between the States.

The subjects will be confined to non-fiction treatment of the first year of the war, "dramatizing with truth what this period meant to the world,"

(*Continued on page 5*)

Fight 'Report' Slated By 3 Radio Stations

Officials of local radio stations WOR, WINS, and WOV said late yesterday they intended to proceed with plans to broadcast "news summaries" of the Floyd Patterson-Roy Harris heavyweight fight on programs starting at 11 P.M. last night.

Earlier in the afternoon the stations had been enjoined by Supreme Court Justice George Tilzer from simulating an "on-the-spot" report in their broadcasts and also from broad-

(*Continued on page 5*)

Bogeaus to Demonstrate New Projection Process

A first showing in New York of Giantscope, a new process, is being planned for this week by Benedict Bogeaus, who is here from the Coast. It will be used for the presentation

(*Continued on page 2*)

Hal Roach Sets Expansion Program In All Media; Plans Int'l Sales Group

By SAMUEL D. BERNS

HOLLYWOOD, Aug. 18. – With approximately $15,000,000 available as the result of Hal Roach Studio's recent acquisition by Scranton Corporation, a major diversification and expansion program in every medium of entertainment will be launched by the studio, Hal Roach, Jr., president of the company, announced today at a press conference in the Hollywood Brown Derby.

Enterprises will include Broadway plays, and theatrical and television films, as well as establishment of its own TV syndication structure by the end of the year, Roach stated.

Feature films will be made on

(*Continued on page 5*)

Convention Acts

Jersey Allied Gets Legal Aid For Members

Retains Attorney to Advise On Distribution Crisis

Special to THE DAILY

KIAMESHA LAKE, N. Y., Aug. 18. —Allied Theatre Owners of New Jersey has retained Edward Rome, Philadelphia attorney to advise it on a course of action in connection with current trade practices affecting members of the organization, with particular reference to the manner in which films are released in New Jersey.

This was disclosed by Sidney Stern, New Jersey Allied president, follow-

(*Continued on page 2*)

Hammer to Make Four Thrillers for Universal

Universal Pictures announced yesterday it has completed a deal with James Carreras' Hammer Film Productions, Ltd., for the latter to produce four pictures in color based on famous classic thrillers. Universal is to have world-wide releasing rights.

Two of the pictures are to be delivered by Hammer during 1959 and two during 1960 with the first expected to be based on "The Phantom of the Opera Story." It is anticipated that a story based on the "Mummy," "Werewolf" and "Invisible Man" characters will be utilized also.

'Roots' at Palace Oct. 15 On Reserved Seat Policy

Contracts have been signed for Darryl F. Zanuck's "The Roots of Heaven" to open on a reserved seat basis at the RKO Palace Theatre here, it was announced yesterday by Sol A. Schwartz, president of RKO Theatres, Inc. Current tenant at the house is "The Bridge on the River Kwai."

Actual date for "Roots," a 20th Century-Fox release, to open at the Palace was not in the announcement, but it was reliably learned that it will go in on Oct. 15.

PERSONAL MENTION

LEO JAFFE, Columbia Pictures vice-president, will return to New York from Europe today board the "Queen Mary."

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MAURICE SILVERSTEIN, official of Loew's International, will return to New York tomorrow from London via B.O.A.C.

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EDWARD MOREY, vice-president of Allied Artists, and **MOREY R. GOLDSTEIN**, vice-president and general sales manager, left here yesterday for Toronto.

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WILLIAM BRANDT, of Brandt Theatres, and **MRS. BRANDT** will return to New York from Europe tomorrow on the "Queen Mary."

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FRED SWEET, manager of the Telenews Theatre, Detroit, has left there by automobile with his family for New England and New York.

•

EUGENE PICKER, Loew's Theatres vice-president, has become a grandfather for the second time with the birth at Doctors Hospital here of a girl, **DEBRA ANN**, to his daughter, **MRS. PAUL FIRSTENBERG**.

Mass. House OK's New Book Censorship Bill

Special to THE DAILY

BOSTON, Aug. 18. — The Massachusetts House has passed a bill calling for the creation of a state commission to control obscene literature. The bill was vigorously opposed by those who claim it would be a forerunner to out-and-out censorship that would extend to the daily press and motion pictures.

Under the bill, the governor would appoint a seven member commission, including representatives of the Catholic, Protestant and Jewish faiths. Rep. Sumner Kaplan of Brookline, who moved to kill the measure by having it referred to the next annual session, declared it a "dangerous and foolish" bill. The controversial measure was victorious after a rising vote of 44 to 36 to refer it to the next annual session was reversed on a roll call vote of 57 to 128.

'Matchmaker' Strong

Paramount's "The Matchmaker" has grossed an exceptional $19,000 thus far in its first week at the Little Carnegie Theatre here, it was reported yesterday by the company. The film's second week at the 490-seat house will start tomorrow.

Zanuck Calls for 'Freer' Exchange Of International Film-Making Talent

By PETER BURNUP

LONDON, Aug. 16 (By Air Mail)—Producer Darryl F. Zanuck would like to see the development of an international agreement among film producers which would lead to a freer exchange of talent in all divisions of production. Zanuck is here for the musical scoring of his new picture, "The Roots of Heaven," and held a press conference at the offices of 20th Century-Fox.

A producer should have the freedom to employ technicians of any race "just as he pleases," Zanuck declared. He wants to work out an international plan whereby that freedom is ensured. He said that in making "Roots" he experienced restrictive employment practices, particularly in France, and as soon as he gets back to Hollywood he plans to start talks on the subject with craft guilds and the Motion Picture Association.

'Worldwide' in Outlook

"Pictures have become world-wide in their outlook, and they will only survive with a free flow of world-wide talent," the producer asserted.

In discussing the production of "Roots" in French Equatorial Africa, Zanuck called it "the toughest assignment I've ever undertaken," and added, "I'd never make a picture under such difficulties again."

There is continuous rain there, Zanuck said, for seven months in the year and in only three months is film work practicable. Every day of the safari registered 134 degrees and 95 degrees at night. A total of 914 sick reports for the 120 members of the company are listed in the over-all medical summary for the production locale.

Sickness of Many Types

The maladies ranged from severe sunstroke to exhaustion, wounds, sprains and nervous depression.

Studio sequences were shot in Paris. Working on his production crew Zanuck had 40 Frenchmen, 25 Italians, 3 Americans, including director John Huston, with all the top technician echelon filled by Britons.

Jersey Allied

(*Continued from page 1*)

ing the close of the first day's business session of the organization's annual convention which opened at the Concord Hotel here today.

Subsequents Hard Hit

It was noted that the matters of product clearance and availability in New York's neighboring state of New Jersey have been described by members of N. J. Allied as "desperate," especially to subsequent-run theatres which, the organization points out, have been unable to obtain top product in release this summer because of extended engagements by first-run houses of such pictures as "The Bridge on the River Kwai," "The Ten Commandments" and others.

The situation, it is said, is aggravated by the fact that New York Broadway houses hold clearance over the area, a situation which exhibitors hold is anomalous because few residents of the area west of the Hudson go to New York for their motion picture entertainment.

Board to Be Streamlined

The first day's session also received a report of the nominating committee proposing the reelection of the present slate of officers and directors. However, the meeting today voted to streamline the board membership under a program to take effect in 30 days. Accordingly, the present slate of directors will be reelected at Wednesday's meeting. They will serve only until the streamlining program is completed.

The Allied States Emergency Defense Committee "white paper" was discussed informally today and will come before the convention for official action tomorrow. The pamphlet scores the Department of Justice for what Allied alleges has been its failure to enforce the Federal anti-trust laws in the industry and also hits numerous distribution policies. It is designed for distribution outside the industry with the aim of bringing pressure to bear on the Justice Department to take action as outlined by Allied.

Bogeaus Demonstration

(*Continued from page 1*)

of his production of the Jules Verne story, "From Earth to the Moon."

A. W. Schwalberg, in charge of releasing arrangements, also has arrived here from the Coast. The process uses stereopticon effect lenses mounted on projectors.

Vancouver Festival Honors 'Panchali'

"Pather Panchali" Indian motion picture directed by Satyajit Ray, won the prize for the "best film" at the Vancouver Film Festival just ended, according to word received here by its distributor, Edward Harrison. This is the fifth film festival award made to "Pather Panchali."

EDITORIA

(*Continued from page 1*)

Artists with the world premiere e gagement of Stanley Kramer's "Tl Defiant Ones," which is setting al time records at the Roosevelt Theat in Chicago's Loop.

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Entertainment that is good as we as different can be turned into ne box office records by letting the pul lic know about it, getting them i terested in and excited about it. "Tl Defiant Ones'" box office figures a test to the effectiveness of the fo mula, as do those of other curren successfully exploited attractions.

New Capital Issue Is Offered by Granada

From THE DAILY Bureau

LONDON, Aug. 16 (By Air Mail A new capital issue is being offer by Sidney L. Bernstein's Grana Group, which operates 60 theatr and is programme contractor to t commercial TV station at Manchest

Ordinary shareholders in the Gro are being offered 1.4 million five-shi ing "A" ordinary shares at par on one-for-one basis and a further 20 000 "A" shares are to be made ava able for subscription by directors a executives of the company and subsidiaries.

The directors anticipate that the will be no difficulty in paying t present dividend rate of 5 per cent both the Ordinary and "A" shares a in the absence of unforeseen circu stances "a higher dividend may w be expected."

An investment corporation here l offered on behalf of clients to b 300,000 of the five-shilling Ordin shares or "A" Ordinaries at 15s. the Ordinary and 14s. for the "A," l Bernstein gave an immediate refu to the offer.

NEW YORK THEATRE

RADIO CITY MUSIC HALL
Rockefeller Center • CI 6-4600
REX HARRISON • KAY KENDALL
"THE RELUCTANT DEBUTANTE"
JOHN SAXON • SANDRA DEE
AN AVON PRODUCTION FROM M-G-M
and GALA NEW STAGE SPECTACLE

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NEW YORK

MOTION PICTURE DAILY. Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Floyd E. Sto Photo Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager, TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Vinc Canby, Eastern Editors. Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; Telephone HOllywood 7-2145; Washington, J. A. Otten, National Press Club, Wa ington, D. C.; London Bureau, 4, Bear St. Leicester Square, W. 2. Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefe Center. New York 20, Telephone CIrcle 7-3100. Cable address: "Quigpubco. New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-Pr dent and Treasury: Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 times a y as a section of Motion Picture Herald; Television Today, published daily as a part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fame. Entered as sec class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign. Single copies, 1

Miss Schell, Cooper Feted at Luncheon

ewspaper, syndicate and trade re- ers yesterday at luncheon in i's met, ate, and drank with Gary per and Maria Schell, who told of the pleasures and problems e making of Warners' "The Hang- Tree," and expatiated on trends e industry. Miss Schell opined she ved starring in a western, her and certainly unique for a cen- European actress, and Cooper d the picture, largely about Mon- days, has meaning for him be- e his father settled there in 1885, he was born there, how many s ago he declined to say. He d the industry's pattern of panic reorientation, and believes he pictures do not need "names" in ntity nor huge costs; that "some le had to step in" in recent years "take the gamble," and that these le have been the independents the actors, such as he. He in- hed against the "junk" and "gook" independents are making, said meant the "horror" pictures, ed them a "passing fancy," and ared he wants to keep making the he just completed. Good drama good performances, he insisted, al- s pay off.

untry' Bow at Astor Benefit for Hospital

he Big Country," the William er and Gregory Peck production, have a gala benefit premiere at Astor Theatre in New York this it was announced jointly yester- by Arthur B. Krim, president of ed Artists, and Andrew Goodman, etary of the New York committee the National Jewish Hospital at ver. Richard E. Berlin is chair- of the event.

Will Receive All Proceeds

he opening of the United Artists se is being sponsored by the hos- , which will receive all premiere eeds. The National Jewish Hospi- is a free non-sectarian medical er for tuberculosis and diseases he chest and heart. Founded in , it now has a capacity of 325 and has patients from all over world. Over 800,000 free days of ital care have been received by Yorkers alone. The institution is orted entirely by voluntary con- tions which not only finance ical care and research but also projects as the $6,000,000 con- tion and modernization program under way.

indjammer' Booked

LEVELAND, Aug. 18. — Max k, managing director of the Palace atre, local home of Cinerama, has ounced that, following "Search for dise" which opens Tuesday under sorship of the Cleveland News- er Guild, he will present "Wind- mer," in Cinemiracle.

Brazil Future

(*Continued from page 1*)

industry there for the next three or four years at least.

Johnston also told the MPEA board yesterday of his series of meetings in London with MPEA European officials and members of the British Board of Trade on the renewal of talks on the Anglo remittance agreement. These talks are scheduled to take place in Washington, D.C. on Sept. 30.

Russian Deal Not Discussed

The MPEA board did not take up yesterday the subject of negotiations with Russia on a deal for that country and the U.S. to buy and distribute each other's films. It decided instead to discuss the matter at a meeting here on Sept. 3. Johnston and Turner Shelton of the U.S. Information Agency are due in Moscow Sept. 8 to meet with the Russian film negotiators to resume talks which ended in a stalemate last spring.

In other business yesterday the MPEA board approved participation of its members in the World Review of Film Festivals in Mexico City from Oct. 10 to 27. This festival consists of screenings of top entries from other international film festivals in which American films have been shown.

Three-Day Florida Fete Saluting 'Everglades'

Special to THE DAILY

MIAMI, Aug. 18. — The three-day series of special events incidental to the opening on Wednesday of Warner Brothers' "Wind Across the Everglades" started here today with a press luncheon at the Eden Roc Hotel in honor of Budd and Stuart Schulberg, author and producer, respectively, of the film, and cast members Gypsy Rose Lee, Tony Galento, Emmett Kelly, Sammy Renick and Pat Henning.

News Coverage Heavy

The festive events are being covered by newspaper, magazine, radio and television representatives from all sections of Florida and Southern Georgia.

The film will open Wednesday night at three Miami area theatres: the Olympia, Miami; the Beach, Miami Beach, and the Gables, Coral Gables. Following the opening the Schulberg production will be shown in 150 houses through Florida and Southern Georgia.

'Big' Grosses $35,000 In 4 Dates at Weekend

"The Big Country," the William Wyler - Gregory Peck production, scored a "tremendous" $35,041 opening weekend gross in four theatres (Friday through Sunday), it was announced yesterday by United Artists. The picture registered $10,675 at the Madison Theatre, Detroit; $9,048 at the Stanley Warner, Philadelphia; $7,861 at the Roxy, Atlantic City, and $7,457 at the Strand Theatre, Wildwood, N. J.

MGM New Haven Men Win Sales Contest

M-G-M's New Haven exchange has been declared the winner in that company's "Back on Top in '58" sales contest, it was announced yseterday by John P. Byrne, M-G-M general sales manager. Phil Gravitz is manager of the New Haven office.

The drive, which included the U.S. and Canada, covered a period of 20 weeks starting Feb. 7 and ending June 26.

Runners up in order were: second, New York, district manager, Saal Gottleib, managers Louis Allerhand and Harold Zeltner; third, Cincinnati, manager H. Russell Gaus; fourth, Albany, manager Edward R. Susse; fifth, Detroit, manager Lou Marks; sixth, Toronto, manager Reg Wilson, and seventh, Philadelphia, manager William A. Madden.

Visited All Exchanges

During the drive, Byrne made a personal visit to every exchange, with the assistance of Burtis Bishop, Jr., who covered his Eastern territory, and Robert Mochrie, who covered the Western territory.

Foreman in U.K. After Trip to Mediterranean

From THE DAILY Bureau

LONDON, Aug. 16 (By Air Mail). —Carl Foreman has returned to London after a lengthy Mediterranean trip scouting possible locations for his next Columbia subject, "The Guns of Navarone." In his location search he visited various places on the islands of Corfu, Crete and Rhodes.

The film is concerned with a critical period in World War II when the lives of 1,200 British soldiers were in jeopardy on the island of Kheros.

Rivers Appointed to British Films Council

From THE DAILY Bureau

LONDON, Aug. 16 (By Air Mail). —The Board of Trade announces that R. E. Rivers has been appointed as an independent member of the Cinematograph Films Council to fill the vacancy caused by the death of the late Alfred Palache.

Rivers is a director of the well-known marketing, advertising and public relations concern here.

PEOPLE

Kenneth Holden, formerly of Loew's Metropolitan Theatre, Brooklyn, has been named acting manager of Loew's Bay Ridge Theatre in the same borough. **Julius Rubenstein,** who has held the Bay Ridge post, will move to the 116th Street Theatre, Manhattan, succeeding **Ben Tripede,** who moves uptown to the Inwood. **Rene Clairmount** of the Inwood has been transferred to the New Rochelle to fill the vacancy left when **Anthony Capra** resigned because of illness in his family.

□

C. Allan Bengston, formerly promotion executive with NBC, has been named director of advertising and sales promotion for Ansco, the photographic manufacturing division of General Aniline and Film Corp.

□

Lucille Beal, who for more than 20 years was assistant to the late George V. Rowe, manager of the Fox Building, Detroit, has been named to succeed Rowe in that post. The building houses the Fox Theatre and offices of various companies affiliated with the film industry.

Expect 300 Will Attend Carolinas Convention

Special to THE DAILY

CHARLESTON, S. C., Aug. 18.—Approximately 300 representatives from the two Carolinas are expected to attend annual convention of the North Carolina and South Carolina Theatre Owners' Association here Sept. 21-23. Miss Gene Wilson of Charleston, Miss South Carolina of 1959, has been selected to reign as queen during the convention.

She's Now 'Miss Upbeat'

Miss Wilson has been named "Miss Upbeat," signifying the convention theme, which will focus attention on pictures to be released this fall and winter. Highlights of the convention will include addresses and panel discussions on such subjects as equipment, concessions, maintenance, advertising, public relations, public services, theatre construction, remodeling and other topics.

Received your favorite necktie?
A rope around your neck!
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THE FIEND WHO WALKED THE WEST
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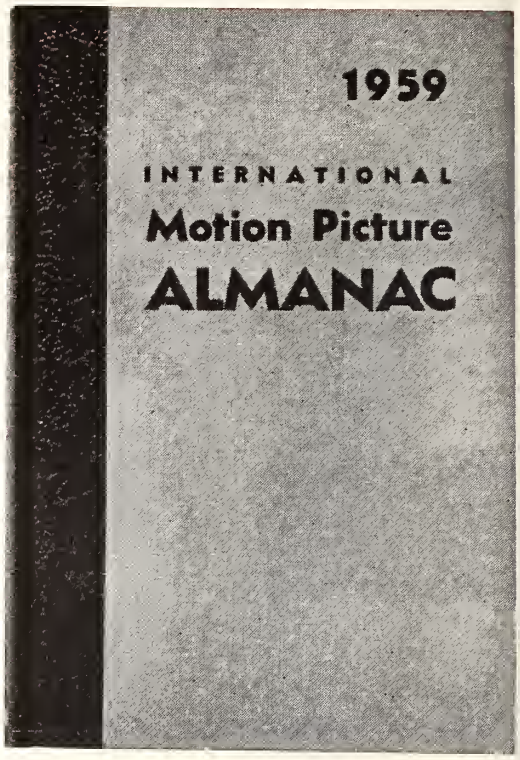

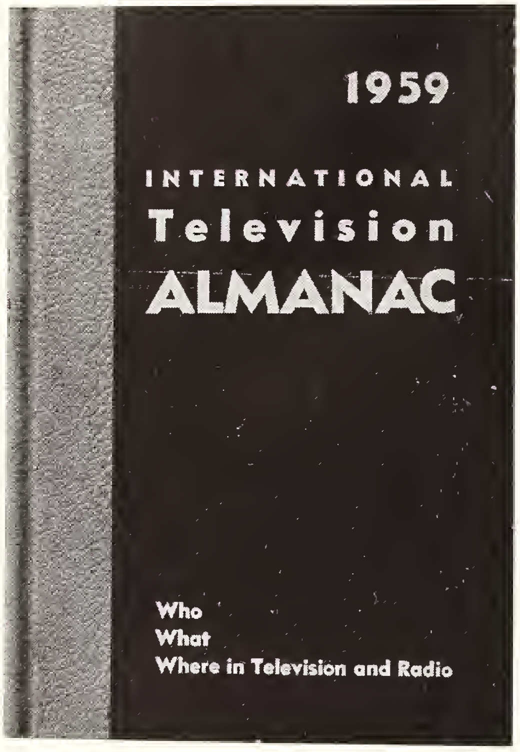

FACTS of the Motion Picture and Television Industries — of their structure and performance, of companies and organizations, of products and services — and of people, for both volumes contain biographical sections for these inter-related industries. To make sure of your copy or set you are advised to send in your order early . . . every edition is sold out soon after publication.

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____

ght 'Report' on 3 Stations

(Continued from page 1)

g stories "in the present tense." injunction was obtained by rompTer Corp. on the grounds t owns radio as well as television motion picture rights to the pionship bout. TelePrompTer ored the event over closed cir- television into 151 theatres the country and had barred any broadcasts from ringside.

ruling by Justice Tilzer was reted as a "victory" by radio n officials yesterday. They said have never intended to present more than a summary of the as received by their news serv- fter every three rounds.

icket Sales Called 'Spotty'

anwhile ticket sales for the circuit telecast of the fight ued spotty through the early ng, leaving theatre managers and t operators who were offering elecast still hoping for a last te spurt in sales.

New York and other Eastern theatre operators said sales "good" but indicated they were not hopeful of sell-outs unless a last-minute rush developed. The fight, telecast from Los Angeles, was not scheduled to start in Eastern time zone theatres until 11 P.M.

With 151 theatres offering the closed circuit telecast, it was felt that even with slack ticket sales the theatre gross would exceed $1,000,000. That figure was bettered by only 133 theatres with the 1955 Marciano-Moore fight.

Exhibitors Complacent

Even those exhibitors who conceded last night that sales were below expectations up to several hours before fight time were not inclined to complain.

Said one: "If TelePrompTer decides to keep a heavyweight title fight off of home television, the least theatres can do is cooperate with them by putting it on their screens. Even if sales are slow for the night, you can be sure they'd be a lot slower if the fight had been on home TV. And for the first time it wasn't even on home radio."

---

ach's Plans

(Continued from page 1)

ets up to $150,000 and on some er a million dollars.

e first of the two modest budget- as yet untitled will be released rically by NTA.

ach indicated that he would set close alliance with a major dis- tor, if unable to set up his own rical film sales organization on larger-budget productions.

ans also include the establishment s own worldwide sales organiza- with an interim agreement cur- y being negotiated in France and and.

ach said he would also start a act list of players, which he can into stardom through TV syndi- n plans. "TV on a national scale steful of ideas, while syndication s opportunities for good shows to home screens currently being back by recession fears, network of agency reprisals and optioned rial and marketing difficulties," h explained.

vo major feature productions d by company are "The Dam" a musical remake of "The House- er's Daughter," originally pro- d and directed by Hal Roach,

---

Schary to Make 5

(Continued from page 1)

Schary said. The spectaculars will be done live and on film in color and likely will be sponsored, he said.

Schary, a member of the advisory council of the Civil War centennial commission, said he will engage other writers besides himself to develop stories marking the 100th anniversary of the conflict.

Commenting on motion pictures, Schary said we are past the age of machine-like production methods. A new era finds big pictures bigger than ever and an enormous field open to the creator and producer.

Schary said he can get production financing from banks on a package consisting of a top star, a good script and a good releasing organization, to make films of the standard of "The Bridge on the River Kwai" and "The Big Country," but not for teen-age problem or monster pictures.

Returning to television, Schary said that "As the TV audience is becoming more discriminating, television will have to respond to the demand and find new patterns." He believes television is facing a grind house policy of motion pictures and doesn't know when its supply of material will be consumed. He cited the networks' eagerness to buy the pools of feature films made available to them by major studios.

Television Today

USAF Cooperates in New 'Flight' Series

With the cooperation of the United States Air Force, California National Productions has started filming a new television series, "Flight," the saga of aviation, Earl Rettig, CNP president, announced yesterday. General George C. Kenney, U.S.A.F., Ret., who headed the Allied Air Command in the Southwest Pacific during World War II and thereafter was chief of the Strategic Air Command (SAC), will be the host for each adventure of the flying men in war and peace.

Following months of negotiation and intensive preparation, the series is now before the cameras at Norton Air Base in San Bernardino, California. Production will shift to other locations in accordance with script requirements.

"Flight" is being produced for CNP by Al Simon Productions, with Frank Cleaver, CNP vice-president, programs, in Hollywood, overseeing all phases of the series.

Channel 13, Toledo Set As Affiliate of ABC

WSPD-TV, Channel 13 in Toledo, Ohio, will become a primary affiliate of the ABC Television Network effective Sunday, Oct. 26, it was announced by Lee B. Wailes, executive vice-president of Storer Broadcasting Co., licensee of the station, and Alfred R. Beckman, ABC vice-president in charge of TV station relations.

In making the announcement, Wailes said: "Our company regards this new affiliation as an opportunity to increase WSPD-TV's service to the viewing public. ABC Television's rapid emergence to major stature and the broadening of program service available between WSPD-TV and our Detroit station, WJBK-TV, both of which are currently primary affiliates of the CBS Television Network, will result in a greater diversity of programming to the people within the service area of WSPD-TV."

Jac Hein to Produce, Package Own Shows

Jac Hein has resigned as executive director of NBC-TV to produce and package his own shows. He was producer-director of Dave Garroway's "Today" since its inception six and a half years ago, and prior to that "Broadway Open House" and others.

Who's Where

Sid White has joined the ABC Press Information Department as a press contact, effective immediately, it was announced by **Stephen Strassberg,** ABC director of press information. White has headed the radio and television publicity department of Warner Bros. in New York since 1952.

□

Frank Chirkinian has joined CBS Sports as a producer-director, effective immediately, it was announced by **William C. MacPhail,** director of sports for the Columbia Broadcasting System, Inc. Chirkinian comes to his new post from WCAU-TV, Philadelphia, where he had been executive director of programs for the past two years and a staff director for six years.

□

Appointment of **Norman S. Livingston** to the newly created position of director of radio program sales, NBC Radio Network, was announced by **Matthew J. Culligan,** vice-president in charge of the NBC Radio Network. Livingston has been director of NBC Radio network programs. He will continue to report to Jerry A. Danzig, vice-president for NBC Radio network programs.

Butte, Mont. Station Joins CBS Network

Station KXLF-TV, Butte, Mont., joins the CBS Television Network as a secondary affiliate, effective Sept. 1, it was announced by Edmund C. Bunker, CBS Television Network vice-president and director of affiliate relations.

KXLF-TV is owned and operated by Television Montana, Box 1988, Butte, Mont. Ed Craney is the president.

Name Nora Padway

HOLLYWOOD, Aug. 18.—Nora B. Padway, former TV contracts administrator for the Writers Guild of America, West, has been named as executive secretary of the Radio and Television Directors Guild (Hollywood local), succeeding Elizabeth Gould, resigned. The announcement was made by the RTDG council, which has been interviewing applicants for the past several weeks.

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There is no hocus-pocus to the performance of trailers. They can't do the impossible, but you can rely on trailers to work wonders. Research proves that trailers influence $42.90 in ticket sales out of every $100 in theatre admissions*—an incredible result at unbelievably low cost! Maybe it is a bit of magic at that.

**According to a recent nationwide survey conducted by Sindlinger & Co. for a group of theatre clients.*

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84, NO. 36

NEW YORK, U.S.A., WEDNESDAY, AUGUST 20, 1958

TEN CENTS

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hite Paper' ven Support N.J. Allied

ention Also Urges onal B-B Program

Special to THE DAILY

MESHA LAKE, N. Y., Aug. 19. d Theatre Owners of New Jer- t its annual convention here to- oted to give its full support to aims and purposes of Allied "White Paper," which charges epartment of Justice with failure force the industry consent de- so as to curb a variety of current bution practices, and seeks to en- ublic and legislative support to ressure on the Department to about the desired corrective .

nvention delegates were pledged ite to New Jersey, and in some

(*Continued on page* 3)

Fall Publication Theatre Magazine

ll publication of Screenbill, a weekly mass media magazine for bution through the nation's the- was announced here yesterday 1. Y. Sachs, president of World- Press, the publisher.

e publication will carry editorial res prepared by its Hollywood

(*Continued on page* 5)

k Warner Making d Recovery Progress

ck L. Warner, president of War- Bros., is continuing to make "very progress" in his recovery from us injuries in an automobile ac- nt near Cannes, France, two ks ago, it was learned yesterday. arner was reported to be gaining gth steadily, with every indica- that an early and complete re- ry may be expected. Warner is italized in Cannes where he is rgoing treatment for head and t injuries incurred in the accident.

Industry Needs to Emphasize 'Hard-Sell' Angle: LaVezzi

The motion picture industry generally has been indulging in a "let-up" in its sales efforts and needs to adapt a "hard sell" advertising approach, Thomas E. LaVezzi, president of the Theatre Equipment and Supply Manufacturers Association, declared in a letter released here yesterday. LaVezzi emphasized that he was referring to all facets of the industry—production, distribution, and exhibition of motion pictures, as well as the production and sales of theatre equipment and supplies.

"A look at our trade papers is disheartening," the TESMA head said. "The picture companies, with two exceptions, have curtailed their adver-

(*Continued on page* 2)

Ticket Tax Relief Bill Awaits Ike's Signature

From THE DAILY Bureau

WASHINGTON, Aug. 19. — The Government Printing Office completed publication today of the internal revenue legislation containing the amendment providing for exemption of the first dollar of admission price from the 10 per cent Federal tax, and delivered it to the White House for President Eisenhower's signature.

The President has 10 days in which to sign the bill. Although he could do so at any time, some observers here are of the opinion he will not sign before early next week.

How to Sell Film Big Problem Today: Powell

By JAMES M. JERAULD

(Picture on page 2)

How to sell a picture and how to develop new talent are both real problems these days, Dick Powell, producer-director, who recently completed "The Hunters" for 20th Century-Fox, said yesterday at a press conference here. Both problems have been accentuated by decreased production, in his opinion.

The lessened production increases

(*Continued on page* 2)

Kirsch Urges All Films Be Produced in Color

Special to THE DAILY

CHICAGO, Aug. 19. — A proposal that all Hollywood films be produced in color in order to emphasize to audiences their difference from and superiority over films on television is made in the annual report which Jack Kirsch, president, will present to the 28th annual luncheon meeting of Allied Theatres of Illinois which will be held at the Blackstone Hotel here today.

Jack Kirsch

Kirsch says he is certain that an

(*Continued on page* 5)

REVIEW:

Wind Across the Everglades

Warner Bros.

Budd and Stuart Schulberg have put into this about every commercial probability, and then some. They have explored the Everglades, for the first time in color. They have through research and lavish detail brought to screen the turn-of-the-century history of the Miami region and the swamplands, again the first time. They have stressed an unfamiliar and exotic aspect, the insensate killing of probably millions of birds so their feathers might dress women's hats. They tell, as in a western, the old but

(*Continued on page* 5)

Late '58, Early '59

Nat. Theatres Offers to Buy Shares of NTA

Would Operate Firm as Theatre Circuit Division

A proposal under which National Theatres and National Telefilm Associates would be combined was announced yesterday by Elmer C. Rhoden, president of National Theatres and Ely A. Landau, chairman of the board of NTA.

Under the proposal, National Theatres will offer to purchase all of the outstanding shares of common stock of National Telefilm Associates, contingent upon the acquisition by National Theatres of a controlling interest in National Telefilm Associates. The proposal was submitted yesterday to the board of directors of NTA and that board has agreed to recommend

(*Continued on page* 3)

Business 'Spotty' on Theatre TV of Fight

Widely diversified reports of business done by the 151 theatres which offered the closed circuit telecast of the Floyd Patterson-Roy Harris heavyweight fight Monday night cast some doubt yesterday on whether or not the event grossed the $1,000,000

(*Continued on page* 4)

Heavyweight Fight Film To Theatres Today

First prints of the Floyd Patterson-Roy Harris heavyweight title fight won by the champion in 12 rounds at Wrigley Field, Los Angeles, Monday night will reach here today for immediate distribution by United Artists to theatres, the company reported yesterday. Print distribution to Western theatres was to have been begun from Los Angeles last night.

William J. Heineman, U.A. vice-president in charge of distribution, is scheduled to return here from the Coast today after completing arrangements for handling the fight film.

PERSONAL MENTION

ALFRED E. DAFF, executive vice-president of Universal Pictures, left New York yesterday on a brief trip to the Far East.

•

JOSEPH PINCUS, 20th Century-Fox casting director, will leave here today aboard the "Queen Mary" for Europe.

•

J. MYER SCHINE, chairman of the board of Schine Enterprises, has left Gloversville, N. Y., with MRS. SCHINE for their summer home at Caroga Lake, N. Y.

•

ANDREW and VIRGINIA STONE, producers, have returned to Hollywood from Europe.

•

JAMES E. BOURDEAU and MRS. BOURDEAU have returned to Rensselaer, N. Y., from their honeymoon. Bride is the daughter of NORMAN PRATT, veteran exhibitor in the Albany area.

•

HUBERT R. MITCHELL, owner of the Strand Theatre and Ranch Drive-in, Hartselle, Ala., has arrived in New York to arrange for Eastern representation for his manufacturing interests.

'Everglades' Bookings At 160 in Florida Area

Special to THE DAILY

MIAMI, Aug. 19.—The theatre total in the saturation booking of Warner Brothers' "Wind Across the Everglades" has reached 160 in Florida and Southern Georgia.

The film will open tomorrow simultaneously in three Miami area theatres: the Olympia, Miami; the Beach, Miami Beach, and the Gables, in Coral Gables. Mayors Robert King High of Miami and Kenneth Oka of Miami Beach will head the list of civic dignitaries participating in the celebration, which will include personal appearances by Budd and Stuart Schulberg, author and producer, respectively, of the Schulberg production, and members of the cast.

Miami and its environs have been gaily decorated for weeks calling attention to the premiere.

Rob Theatre Safe

CLEVELAND, Aug. 19. — Investigations are underway in the disappearance of $2,250 from a safe in the Palace Theatre, which has just concluded its 28th and final week of the Cinerama production "Seven Wonders of the World." The loss was reported by the treasurer of the Ohio Cinerama Corp., which runs the theatre.

'Hard Sell'

(*Continued from page 1*)

tising so that the average reader gets the impression that the film companies do not have confidence enough in the majority of their productions to advertise them to their customers. There are exceptions, of course, but there is a complete lack of enthusiastic 'sales pitch' for the great majority of product. Contrarily those that are advertised and otherwise extensively promoted are doing excellent box office business.

"The same inertia seems to have affected some of our equipment manufacturers who have ceased to advertise at all!"

Conceding that the industry generally has been suffering a "recession," LaVezzi pointed out that this is also true of manufacturers in other businesses. The automobile industry, he said, "can serve to illustrate that even though it has been hurt by loss of sales, it continues to advertise."

Would Use All Media

The TESMA president suggested that the film industry follow suit by using all media—direct mail, the trade press, and exhibitions such as the TESMA trade show which will be held this year Oct. 12-15 at the Hotel Morrison in Chicago in conjunction with Allied States Association and Theatre Equipment Dealers Association.

"It is true," LaVezzi continued, "because of the business recession, that advertising in several cases has been cut off as an immediate saving of money. In the long run, however, this complete cessation of advertising cannot but hurt the manufacturer (or even the film producer-distributor) who thus loses his best method of creating excitement and momentum for his product with his customers. It may be advisable to curtail advertising somewhat—but to cut it off completely, it appears to me would have the result of further curtailing sales."

Music Hall Sets 'Dark'; 5th WB There This Year

"Home Before Dark," a Warner Bros. picture, will have its world premiere at Radio City Music Hall following the engagement of "Cat on a Hot Tin Roof," it was announced yesterday by Russell V. Downing, president and managing director of the showplace, and Benj. Kalmenson, executive vice-president of Warner Bros.

"Home Before Dark" will be the fifth Warner release to be shown at the Music Hall this year. Previously seen there in 1958 were "Sayonara," "Marjorie Morningstar," "No Time For Sergeants" and "Indiscreet." Both "Sayonara" and "Indiscreet" established box-office records at the theatre.

U. S. Film, Equipment Exports Up for 6 Mos.

From THE DAILY Bureau

WASHINGTON, Aug. 19.—U. S. exports of motion picture film and equipment during first half of 1958 were about 7 per cent higher in value than in the comparable 1957 period, Commerce Department film chief Nathan D. Golden reported.

He put the total for the first half of this year at $21,726,492, compared with $20,313,150 during the first half of last year. Increases in the value of exports of rawstock and equipment were chiefly responsible, with the value of exports of exposed and developed feature films rising only slightly.

Quantity Down, Value Up

Golden said that in the first half of this year, the U. S. exported 168,789,332 linear feet of exposed and developed feature films, valued at $6,103,298, compared with 173,753,729 linear feet valued at $6,097,966 in the like 1957 period. In other words, the total film in linear feet dropped, but the value increased slightly.

The value of rawstock shipments rose from $7,018,835 to $7,752,455, with the number of linear feet increasing from 260,366,424 to 271,320,520. In the equipment field, gains were registered in shipments of cameras, sound reproducing equipment, screens, projection equipment parts, and studio equipment, while shipments of projectors and arc lamps dropped.

To Honor Fox, Powell At Luncheon Aug. 26

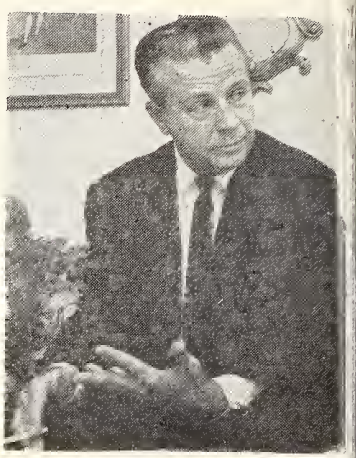
Sixteen Congressional Medal of Honor winners and Lt. Gen. James H. Doolittle (ret.) will participate, along with the Aviator post of the American Legion, in a special luncheon honoring the 20th Century-Fox Film Corp. and producer-director Dick Powell for their production of "The Hunters," story of Air Force heroism in Korea.

The luncheon, sponsored by the Aviators Post, will take place at the Hotel Sheraton Astor, Aug. 26. That evening, the picture will be given a gala charity opening at the Paramount Theatre for the benefit of the Air Force Aid Society.

Also participating in the ceremonial luncheon will be a host of executive producers representing the motion picture and television industries, high-ranking Air Force officers from Washington, D.C., and jet aces who distinguished themselves in combat during the Korean conflict.

'Earth' Here Aug. 28

Twentieth Century-Fox's "Naked Earth" will have its New York opening August 28, at the Mayfair Theatre.



Dick Powell

Powell's Vie

(*Continued from page 1*)

the competition and makes it ne
sary to work out package deal
casting in order to insure the stron
possible cast. A few years ago
pointed out, there were so many
tures that lesser known players
to be used. The selling was a m
of pounding and pounding and
talent came up almost automatic
The frequency of the appearance
players helped sell them.

Powell produces for both televi
and pictures and finds the same p
lem arises on his air programs
said. TV has not really produce
outstanding personality yet, he
clared.

Slated for Sullivan Show

Powell is east to make a pers
appearance tour in behalf of '
Hunters." One of these will be on
Ed Sullivan program. In additio
selling to the public, he will tr
sell to the sales department.

He reached New York Mo
morning. His next stop was Wash
ton where the picture will open
being shown to Air Force pers
ities. From Washington he will g
Chicago Wednesday, and from t
to Racine, Wisc., and thence to
waukee. He is due back in New
Saturday. Philadelphia is on
schedule for Monday (25), follo
by a return to New York and a
to Pittsburgh August 27, then Bo
He will leave for the coast by p
September 1.

At all stops interviews with n
paper men and radio and televi
representatives are scheduled.

Columbia to Distribu Whitney's 'Young La

Columbia Pictures announced
terday it has completed arrangem
with C. V. Whitney for the w
wide distribution rights to "The Y
Land," produced by the Whitney
ganization. The picture originally
been scheduled for release by B
Vista.

MOTION PICTURE DAILY. Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Floyd E. S
Photo Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager, TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Vi
Canby, Eastern Editors. Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; Telephone HOllywood 7-2145; Washington, J. A. Otten, National Press Club, V
ington, D. C.; London Bureau, 4, Bear St. Leicester Square, W. 2. Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in
principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rocke
Center. New York 20, Telephone CIrcle 7-3100. Cable address: "Quigpubco. New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-P
dent and Treasury; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 times a
as a section of Motion Picture Herald; Television Today, published daily as a part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fame. Entered as se
class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign. Single copies,

hite Paper'

(*Continued from page* 1)

es New York, representatives enators, supplying them with of the "White Paper," and them to read it to learn the at may await other local busi- which might fall with the de- f the local theatre.

ey Stern, Jersey Allied presi- Vilbur Snaper and Irving Dol- were named a committee to set neeting with Governor Meyner v Jersey to explain to him the s' predicament.

convention also discussed at a proposal to conduct a re- business building program de- to get extra promotion and ation attention for certain pic- leemed to offer exceptional box- possibilities. Richard Turtle- and Howard Herman were ated a committee to explore ssibilities of the plan, including listment of circuits, other ex- organizations in the Greater ork area and distributors in the m.

'Macabre' Drive Cited

s understood the proposal was ed as a substitute for the na- all-industry business-building m, which the convention felt s little hope of activating.

vas felt also there are certain s—like "Macabre"—which thea- an assist in exploiting to the The "Macabre" campaign was s a model, and Snaper was as- to try to assess that picture's fice success in relation to the its campaign.

norrow Edward Rose, Philadel- ttorney, who has been retained w Jersey Allied to advise mem- egarding their legal rights in t to specific distribution trade practices, will address a closed meeting. According to reports, specific problems of the organization will be studied with the possibility that legal proceedings may be advised in some cases.

Reelection of officers, headed by Stern, is also scheduled for tomorrow's session. The convention will close the same evening with its annual banquet.

The convention golf tournament was held today.

Registration reached 180.

NT Would Buy NTA Shares

(*Continued from page* 1)

acceptance of the offer to its stockholders.

The terms of the offer call for an exchange of $11 in principal amount of a 15-year 5½ per cent sinking fund subordinated debenture for each share of National Telefilm Associates common stock, plus a warrant for the purchase of ¼ of one share of National Theatres' stock for every share of NTA stock. The warrants may be exercised in the first year at a price per share of $1 less than the market value of National Theatres common stock quoted on the New York Stock Exchange on the day prior to the day on which National Theatres' offer to NTA stockholders will be formally made. If the then market value shall be less than $9.50 and more than $8.50, the warrant price will be $8.50, and if the then market value should be $8.50 or less, then the warrant price will be equal to the market value. The exercise price will increase at the rate of $1 per share each year for the next 10 years and will remain constant thereafter until the warrants expire at the end of the 15 years. These warrants will be in customary form and will carry provisions protecting the rights of holders against dilution.

National Theatre stock closed yesterday at 9½.

It is contemplated that the proposed offer will be made to NTA stockholders in the latter part of 1958 or early in 1959. An equivalent offer is to be made to all holders of NTA warrants and options. The offer is subject to approval of stockholders of National Theatres and cannot be made until certain governmental requirements have been complied with and certain consents obtained.

It is also contemplated that National Telefilm Associates will continue in operation as a separate corporate entity as a division of National Theatres. Landau and Oliver A. Unger, president of NTA, will continue in their present positions and in addition will be elected to the NT board.

In commenting on the proposal, Rhoden said: "This plan culminates many months of investigation by our company. We view it as a most important step forward in implementing the policies we adopted several years ago for diversification into allied fields. It is our firm belief, which is shared by the directors of NTA as well as our directors, that the proposed exchange will offer substantial benefits mutually important to the stockholders of both companies—benefits which will be increasingly apparent as time goes on."

Landau commented: "Our company has grown steadily since its inception in 1952. We are still expanding—in size, in the scope of our operations and in diversification within the broadcast field. We believe that this new association will enable us to emerge as one of the most progressive forces in the entertainment world."

NCA Confident of Killing 'Fast Time'

Special to THE DAILY

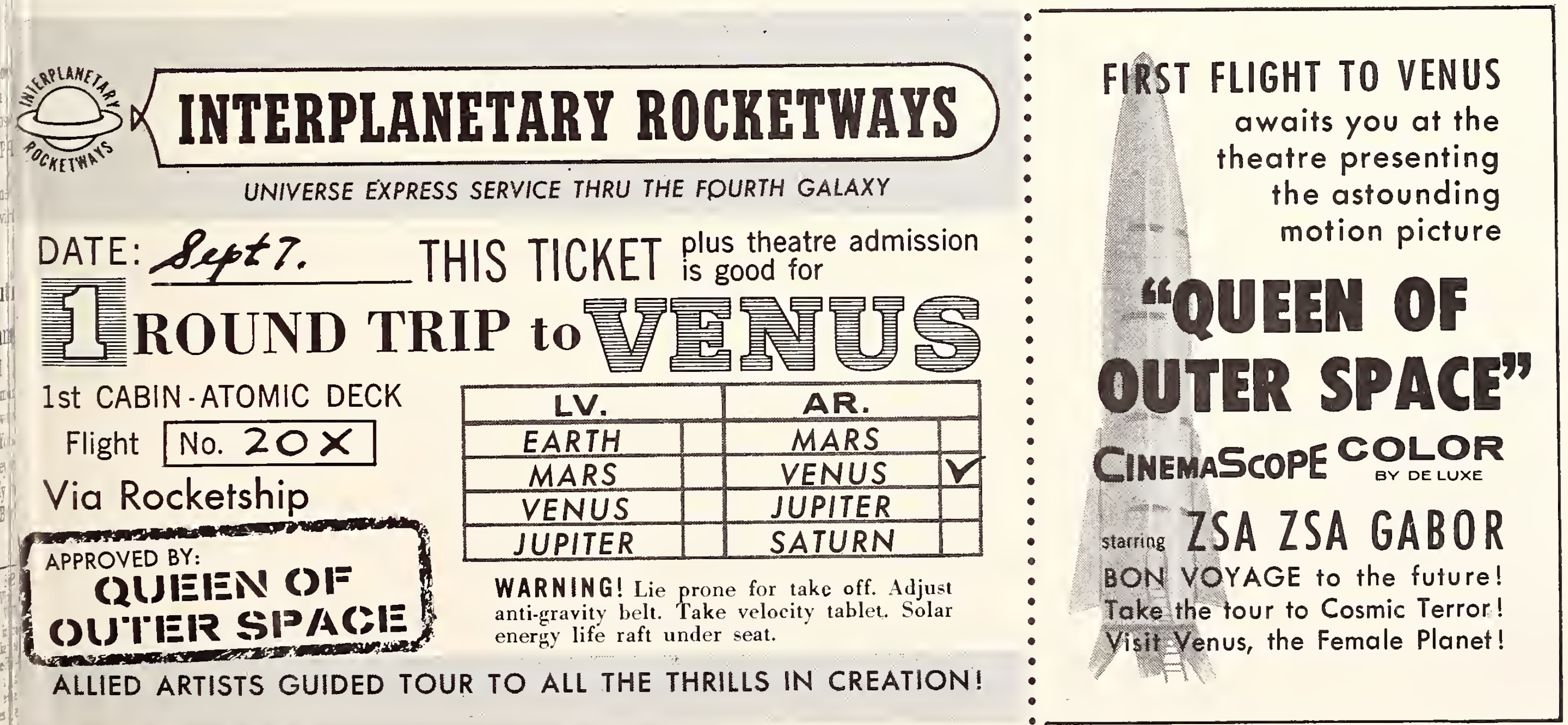
MINNEAPOLIS, Minn., Aug. 19.—North Central Allied president Frank Mantzke, and his board, at a luncheon meeting here today discussed progress of the association and its standard time committee in plans to combat daylight saving in the next session of the Minnesota legislature. Mantzke told the meeting "The fight on DST will be tough in the cities, but we expect to win enough support outstate to kill fast time by a good margin." He pointed to a statement of Gov. Freeman who said "a great majority" of 450 letters his office received on the subject opposed any continuance of tampering with standard time in the state.

Favors 'Saturation'

Most widely discussed by NCA today was available product and buying and booking conditions. The association went on record "100 per cent" in support of saturation bookings. Mantzke said, "It must be admitted that pictures are better than ever," but added that rental terms, conditions and print shortages put the average good box-office picture out of the reach profitwise of the vast majority of small theatres.

Folsom Rejoins EKC As Member of Board

Marion B. Folsom, former U. S. Secretary of Health, Education and Welfare, and a director of the Eastman Kodak Co. from 1947 to 1953, has been renamed a member of EKC board, where he will have special advisory responsibilities in the fields of finance, public relations and employee benefits.



SHOWMEN! BOOK YOUR SEPTEMBER RESERVATIONS NOW! Phone or Wire ALLIED ARTISTS!

INTERPLANETARY ROCKETWAYS

UNIVERSE EXPRESS SERVICE THRU THE FOURTH GALAXY

DATE: Sept 7. THIS TICKET plus theatre admission is good for

1 ROUND TRIP to VENUS

1st CABIN-ATOMIC DECK

Flight No. 20X

Via Rocketship

LV.		AR.	
EARTH		MARS	
MARS		VENUS	✓
VENUS		JUPITER	
JUPITER		SATURN	

APPROVED BY: QUEEN OF OUTER SPACE

WARNING! Lie prone for take off. Adjust anti-gravity belt. Take velocity tablet. Solar energy life raft under seat.

ALLIED ARTISTS GUIDED TOUR TO ALL THE THRILLS IN CREATION!

FIRST FLIGHT TO VENUS awaits you at the theatre presenting the astounding motion picture

"QUEEN OF OUTER SPACE"

CINEMASCOPE COLOR BY DE LUXE

starring ZSA ZSA GABOR

BON VOYAGE to the future! Take the tour to Cosmic Terror! Visit Venus, the Female Planet!

Television Today

Private, Web TV Permitted In Canada Bill

Special to THE DAILY

OTTAWA, Aug. 19. – Private television would be given an opportunity as the result of a bill introduced in Parliament today. The measure provides that the present Canadian Broadcasting Corp. is to be split in two, with one unit carrying on broadcasting activities and the other regulating both private and publicly-owned broadcasting.

The legislation is based largely on the recommendations of the Fowler Commission report made last year, and calls for the establishment of private networks, hitherto prohibited in this country.

The CBC, which up until now has had a difficulty time finding financing each year, will now have a "five-year-plan system of financing."

New Name Provided

Revenue Minister George Nowlan, the minister responsible for the CBC, has said that the new regulatory body —to be known as the Board of Broadcast Governors—will study the problem, draw up regulations and begin licensing.

The new Board of Broadcast Governors, made up of three full-time members and 12 part-time, will have wide powers to control both the new CBC's and the private stations' activities.

The new legislation is heavily weighted in favor of Canadian content of programs and Canadian operation of stations. Licenses will be granted only to Canadian citizens or companies controlled by Canadian citizens. However, non-citizens living in Canada may receive licenses if they have not been in Canada six years. If they have been in Canada six years (long enough to become citizens) they are not eligible to receive or hold private broadcasting licenses.

Some Barred from Board

No one who has a financial interest in any broadcasting station, receives income from any station, or is connected with the manufacture or sale of radio apparatus is eligible for appointment either to the Board of Broadcast Governors or to the board of the new CBC.

EVERY DAY ON EVERY CHANNEL TV
BROOKS COSTUMES
3 West 61st St., N.Y.C.
Tel PL. 7-5800

ABC-TV To Launch Big Advertising Program

The ABC Television Network will launch the largest and most comprehensive advertising and promotion campaign in its history this fall. Plans for the drive were revealed yesterday to ABC Television affiliate executives here holding the first of four regional advertising - promotion - publicity-exploitation meetings. Affiliate executives were welcomed to the meeting by Leonard H. Goldenson, president of American Broadcasting-Paramount Theatres, Inc.

Starts After Labor Day

The consumer campaign will start after Labor Day and will include newspapers and magazines throughout the country and a multi-million dollar on-the-air promotion schedule. All media will utilize copy and artwork tied together by a singular, distinctive theme.

Dean Linger, ABC television director of advertising and promotion, said all advertising will feature a "hard-sell" approach. "We hope to entice a reader of a newspaper to turn to the ABC channel because of the contents of our advertisement. The ads will not be merely a reminder that the show is on the air. Rather they will carry a short headline and copy, both of which will be tied to the particular evening's program episode."

Mary Martin in Two NBC Colorcasts One Day

Mary Martin will star in two live-in-color musical shows on the same day—with one performance designed primarily for children, the second for adults. Robert E. Kintner, president of the National Broadcasting Company, has announced. Contracts for the unique daul presentations over the NBC Television Network have been signed with Miss Martin and Richard Halliday, Miss Martin's husband, who will be the executive producer.

Show for Adults Slated

The programs will comprise an Easter weekend matinee for the young audience and then, on the evening of the same day, a performance tailored for adults. The programs will draw material from the stage production of "Music With Mary Martin" that Miss Martin will take on a six-month, 83-city tour of the United States starting in September.

Film 'Hobo' Pilot

PORTLAND, Ore., Aug. 19.—Pilot film for a television series based on "The Littlest Hobo" has been completed on location near Eugene, Ore., by Bill Ward Productions. Interiors will be filmed at Kling studios in Hollywood.

Bout-Show Business 'Spott

(*Continued from page 1*)

at theatre box offices that had been expected of it in advance.

Reports from theatres in the Southwest and South, where the challenger is best known, were that business was "excellent," running from near-capacity to sale of standing room only in some Texas theatres.

Countering that, many Eastern and Northern theatres reported business anywhere from 50 to 75 per cent of capacity, as contrasted with capacity business done by most with previous closed circuit telecasts of title fights.

Estimated Gross, $1,000,000

TelePrompTer, sponsor of the fight telecast, said yesterday the theatre gross was estimated at $1,000,000, based on a sampling of about half the theatres. It added that it might require a week to tabulate all reports.

None of the New York circuits that offered the fight at prices ranging from $3.50 to $7.50 expressed any disappointment over the results. Uniformly they said business had been "fair" or "good," varying from 50 per cent of capacity upwards. All praised the technical reception, which they said was clear and unmarred by sound or picture failures.

Most attributed the softness in ticket sales to lack of interest in H among Northern and Eastern fans, and the latters' suspicion the challenger had little or no ch The fact that the bout went 12 ro before Harris failed to answer bell at the start of the 13th, and there was plenty of action along route, pleased those who did tickets, theatre managers reporte

Weather Favorable

Ticket prices and the fact tha fight did not start until 11 P.M. i Eastern time zone had nothing with below capacity patronage managers seemed to agree. Als weather over most of the co was favorable for theatre attend Most theatres had good screen a tions, also, to which fight pa were admitted in advance of telecast.

Unavailable to home televisio dio stations, too, were barred broadcasting any present-tense scriptions of the fight.

No exhibitors were intervi who claimed they lost money o closed circuit telecast. Many marked they were glad to have l and to have helped keep it from TV.

35 'Defiant' Previews For Opinion Makers Set

Stanley Kramer's "The Defiant Ones" will be previewed in 35 market areas for key public opinion, press, radio and television, labor, religious and educational groups. Included are the Anti-Defamation League of B'nai B'rith, The American Jewish Committee, American Jewish Congress, New York City CIO Council, Central Trades and Labor Council, Catholic Interracial Council, Protestant Council of New York, NAACP, National Council of Christians and Jews, the Urban League and Women's City Club.

UA fieldmen and representatives of producer-director Kramer will act as hosts at these showings and have been provided with special promotional and publicity kits containing material for distributon.

Suit Seeks Dissolution Of Republic Pictures

Charging that Republic Pictures "is no longer in the business of making motion pictures," Abraham Meltzer, a Republic stockholder since 1954 with a total of 541 shares, yesterday filed suit in New York Supreme Court seeking to dissolve the film company. The suit also requests that the court appoint a receiver pending such dissolution.

The complaint specifies that the company board of directors has "wilfully refused" to adopt a resolution dissolving the company and asks that the court direct the board to take such action.

In a long complaint Meltzer asserts that Herbert J. Yates, president "enriched himself" at the exper the company. Among the charges made against Yates is th dominates the board of director cept for one, Bernard E. Smith,

U.K. Admissions Hac 17% Drop for 1957

From THE DAILY Bureau

LONDON, Aug. 19.—Theatre missions in Britain for 1957 $915,191,000 or 17 per cent less 1956 with the proportion of ca filled at 26 per cent as compared 30 per cent in 1956. These fi along with others relative to th dustry, will be published tomorr the Journal of the Board of Tra

Gross box office receipts £92,894,000, which was 11 per below 1956 despite an increa the prices of admission.

Wage-Percentage Rises

Although total employment in tres fell substantially between and 1957 with part-time employ increasing slightly, there was a in the proportion of exhibitors' in paid out as wages.

Gross film rentals charged by tributors in 1957 was £21,52 nine per cent less than 1956. deducting distribution expenses amounts payable to producers, th tributors' share for 1957 was 800,000, which was also nine pe less than 1956.

Earnings of British films here £4,800,000, an increase for 19 1½ per cent over 1956. Earnin foreign films, primarily America in 1957 by 15 per cent to £8,20

w Magazine

(*Continued from page* 1)

ew York staffs, as well as special columns now being ordered. be individualized on the local by a process permitting each 's name, address and tele- number to be carried on the cover, with current and future ions data on the back page.

charge to exhibitors will be al, it was said, depending on ties ordered and shipping dis- involved. Edward L. Hyman, resident of American Broadcast- ramount Theatres, who was d by Sachs with having played portant role in creating exhib- ceptance of Screenbill, estimat- at the costs to theatre owners amount to no more than $2.50 per week for each thousand ordered, which would repre- hipping costs.

urrent Attractions' Stressed

nan also pointed out that the pating theatres will be enabled pense with existing program ar- nents, if they so desire, since current and coming attractions e advertised in the magazine un- ch theatre's own name.

said most Paramount theatre Compo of Texas, Pacific Drive- eatres, Jay D. Bee Amusement Stanley Warner in California, r Foundation, RKO Theatres in lelphia, Century Theatres and orce, were among those that help provide an initial mini- circulation of 2,000,000 copies veek for Screenbill. About half listribution will be to theatre nces within the theatre, the re- ler by mail and other local dis- ion.

Time Seen Propitious

ng discussed and envisioned as ional counterpart of the New legitimate theatres' Playbill, the zine is expected to fill this long- need of many exhibitors at a when business stimulators are needed, it was pointed out. Hy- especially envisions it as an aid e orderly distribution campaign hich he has been engaged for than a year. Part of the cam- calls for extra exploitation and otional aids for the top quality es offered during so-called or- periods. Hyman pointed out the publication will supplement such efforts within the orderly re- program.

Minimum of 24 Pages

Ware Lynch and C. V. Arm- g are publication coordinators for nbill, and Jules Weill is motion re coordinator. Frank Ware and have been appointed media rep- tatives. The magazine will be orted by national advertising l on a $3 per page per thousand It will begin with a minimum pages and will be printed by Lakeside Press, R. R. Donnelly Sons, Chicago.

ues with local area sections are ned for a later date.

Wind Across the Everglades

(CONTINUED FROM PAGE 1)

a dramatic story of those who want humanely to conserve, against those who for money destroy. And they give it the aura of the western: trading post, crooked politicians, honest storekeeper, and the gay madames and their girls, their garish saloons and bawdy houses. They also give it the unique authenticity of location. They have brought to reality the beauty and the menace, the birds beautiful resting or flying; the morass of tree, swamp, vines, flowers; the deadliness of snakes and alligators. And they have brought in blues and folk singers and a folk language similar in many ways to that of the west and in other ways unique and fascinating.

Even in the drama, they display their talent for the arresting. They have given an Audubon Society agent—a bird conservationist—all the attributes of a Texas Ranger. They have given his opposite number, the man whom he hunts, a devil's joy in murder, but a keen intelligence and a respect for principle and bravery.

Christopher Plummer brings to "the Audubon agent" a skilled dramatic actor's portrayal of earnestness, humaneness, scholarliness, plus an inept kind of cigar-smoking, whiskey slurping, heedless bravery. He is the missionary whom circumstances force into contest with the worst kind of man, from whom they wring a desperate manliness. He has the face and the physique, and a dignity and delivery which Messrs. Schulberg feel should make him one of the better "new faces."

Burl Ives as the leader of a gang of degenerates—mired in the swamps, slaughtering egrets and herons and regularly carrying their loot to Miami for money for drinking and carousing, proud of their fellowship in villainy—this Burl Ives is a star character and with Plummer carries the picture. His philosophy is "gutty living," whether the mastery of his fellows by brutality, the killing of birds, the entrapment of agents, or the savor of alligator meat and the hoisting of a gallon of "shine," a product of the swamps, he relishes Plummer's two amateur attempts to haul him in. On the last, he traps him, entertains him, admires hm as a drinker and a man, and instead of killing him challenges him the next morning. They'll both go by boat, Plummer as skipper and finding his way to Miami if he can, both with guns, Ives to kill Plummer first chance. A snake kills Ives, instead. He dies admiring the birds, whose beauty for the first time he now sees.

The Schulbergs, Budd as writer and Stuart as producer, not only contrived and coordinated diverse elements of saleability—from nature photography to oldtime skullduggery—they also have adorned them with bit performers, all of some note, some of ability. Gypse Rose Lee is the madame, Tony Galento is the man Ives hires because he's so nasty; Pat Henning is the erudite gang member, Emmett Kelly is another, George Voskevec is the Jewish storekeeper, Chana Eden, his daughter and Plummer's love, MacKinlay Kantor a judge.

Running time, 93 minutes. General classification. Release, September 6.

Floyd Stone

Final Victory to SEG In Jeffers Libel Suit

From THE DAILY Bureau

LOS ANGELES, Aug. 19. – By unanimous decision the district court of appeals today gave Screen Extras Guild a new and complete victory in the $2,000,000 libel suit brought against SEG by Michael Jeffers, a suspended member, filed originally in May, 1950.

The decision, written by Justice Mildred Lillie, upheld the Superior Court decision giving judgment for the guild and ordering Jeffers to pay the guild's legal costs incurred.

The Appellate Court affirmed Superior Judge Harold Schweitzer's findings that the alleged defamatory article appearing in the newsletter sent by SEG to its members, in answer to attacks made against the guild by Jeffers, "was substantially true and also that it was of a privileged nature and published without malice."

Plan Fashion Show

ALBANY, N. Y., Aug. 19. – The Albany "Times-Union" has hired Fabian's Palace Theatre for a fashion show the afternoon and evening of Sept. 9. This is the fourth year the paper has rented the 3,660-seat theatre for a display of clothes in conjunction with "Harper's Bazaar."

Kirsch Urges

(*Continued from page* 1)

all-color production policy in Hollywood, properly exploited and impressed upon the public, "would give our industry a tremendous boost." The volume of the processing should tend in time to reduce the costs and make the policy feasible, he believes.

"Our industry cannot afford to sit still in the face of the competition we have to contend with," his report declares. "Other industries continually seek to improve their products to make them more appealing to the public, while we indulge in half-measures. The times call for the best in us and the best is in providing the public with all pictures in color."

Would Appeal to Stockholders

Kirsch reports that after meeting with production-distribution company heads as a member of Allied States' television committee, he was convinced that the sale of post-1948 film libraries to television is up to company stockholders, not the chief executives. He suggests that an educational campaign among company stockholders to impress upon them the folly of destroying their primary film market for the immediate rewards of television revenue, may be necessary.

He also recalls that Spyros Skouras, 20th Century-Fox president, told the Allied committee that Congressional legislation may be the answer to the problem, since refusal to sell the libraries under present law might subject the companies to anti-trust litigation.

Convention Oct. 13-15

Allied States' national convention will be held at the Morrison Hotel here, Oct. 13-15, in conjunction with the TESMA-TEDA trade show, and will return again in February, 1960, combined with the Allied annual drive-in convention and the TESMA trade show at the Conrad Hilton Hotel. Kirsch said it is hoped to bring the National Association of Concessionaires to the same convention.

The Kirsch report characterizes exhibitor-distributor relations as once more being at low ebb and charges that distributors by current policies have "practically written off the subsequent run theatres because they cannot secure the few outstanding pictures which are doing any appreciable business at the box office."

Drink your tomato juice before it clots!

COMPLIMENTS OF

THE FiEND WHO WALKED THE WEST

A new kind of thrill sensation against a new kind of background!

A UA EXCLUSIVE!

FLOYD PATTERSON

K.O.'s

ROY "CUT-AND -SHOOT" HARRIS

THRILL TO THE DRAMA, COLOR AND EXCITEMENT O THE WORLD'S HEAVYWEIGHT CHAMPIONSHIP FIGHT

SEE PATTERSON FLOORED BY HARRIS!

SEE ALL THE ACTION THRILLS IN S-L-O-W M-O-T-I-O-N!

---

2 Great Action-Packed Reels Of The Fight That Was Not On Radio Or Home TV!

Press Sheet, Trailer and Accessories Available at Your National Screen Exchange	TELEPHONE YOUR UA EXCHANGE IMMEDIATELY!

All the News That Is News

QP

MOTION PICTURE DAILY

Concise and to the Point

QP

.. 84, NO. 37 NEW YORK, U.S.A., THURSDAY, AUGUST 21, 1958 TEN CENTS

lemate

roducers Shy rom Meet on ost-'48 Sales

ade Says 'Impractical' Press Control Plan Now

pursuance of his plan for con- ing sales of post-1948 film libraries elevision, Walter Reade, Jr., sent letters in mid-July to 74 major and independent producers and executives inviting their personal reactions to his proposal and inquiring whether they would be willing to meet to discuss it.

alter Reade, Jr.

Reade revealed yesterday that in the more n one month's interval since the ers were dispatched he has re- ed but 15 replies, only two of ch, he said, were from producer cutives of major companies. Both

(Continued on page 2)

ief Independents on ssian Talks Today

From THE DAILY Bureau

VASHINGTON, Aug. 20.—Inde- dent producers will be briefed to- row by the U. S. delegation on hcoming negotiations for the com- rcial exchange of American and iet films.

The meeting was called by Turner Shelton, U. S. Information Agency tion picture chief, and will be at- ded by MPAA vice-president Ken- h Clark, who will represent Eric nston, MPAA president, who is on

(Continued on page 4)

Television Today Page 5

White Tells L. A. Publishers Plan To Pass on Ad Copy Is 'Shocking'

The request of the Los Angeles Newspaper Publishers' Association that it be allowed to preview all advertising submitted to the Motion Picture Association's Advertising Code Administration and be granted the right to pass on all film advertising material prepared for national release was called "unthinkable" and "shocking" yesterday by Gordon White, director of the Advertising Code Administration. White replied to a letter he had received from Arthur G. Pollock, chairman of the L. A. publishers' group.

Pollock had requested that White work out an arrangement whereby member companies of the MPA would

(Continued on page 4)

L. A. Chamber Honors Sam Goldwyn Today

From THE DAILY Bureau

LOS ANGELES, Aug. 20.—An achievement plaque commemorating Samuel Goldwyn's "life-long contributions to his profession, community and home" will be presented by the Los Angeles Chamber of Commerce tomorrow. Goldwyn will be honored for his position of leadership in the film industry since 1913, for his participation in charitable programs in the Los Angeles area and for his 34 years

(Continued on page 4)

UA Fight Picture Now in Theatres

Shipments of prints of the Floyd Patterson-Roy Harris heavyweight championship fight which runs 18½ minutes began yesterday. First New York metropolitan theatres to get them from United Artists were the Victoria, the Trans-Lux 49th Street and the 46th Street Embassy. Deliveries were made by air express as fast as they could be turned out. The picture, which was produced by Mel Sawelson and narrated by Chris Schenkel, sportscaster, was shown to the trade press yesterday afternoon. Schenkel used a minimum of words in describing the action and remind-

(Continued on page 5)

Kahn Claims Theatre TV Of Fight Was 40% Sold

From THE DAILY Bureau

HOLLYWOOD, Aug. 20. — With ticket sales reports from only 11 of the 151 theatres which carried the closed circuit telecast of the Patterson-Harris heavyweight title fight Monday night still missing, Irving B. Kahn, president of TelePrompTer, reported that nearly 200,000 seats had been sold and that the gross still might hit close to $1,000,000.

Kahn said TelePrompTer would have been out of the red if only 160,-

(Continued on page 5)

SRO for 'Everglades' At 3 Florida Theatres

Special to THE DAILY

MIAMI, Aug. 20.—Miami and its environs turned out in its finest raiment tonight to welcome Warner Brothers' "Wind Across the Everglades," which was given a three-theatre world premiere at the Olym-

(Continued on page 3)

Rooney Hints at Probe Of Information Agency

From THE DAILY Bureau

WASHINGTON, Aug. 20. — A full-scale investigation of the U. S. Information Agency was hinted today at by Rep. John Rooney (D., N. Y.), chairman of a House appropriations subcommittee. Rooney's subcommittee

(Continued on page 4)

'Debutante' Gives Music Hall Torrid $191,000 Week

MGM's "The Reluctant Debutante" finished its first week at Radio City Music Hall last night with a gross estimated in the early evening at $191,000. Russell V. Downing, president and managing director of the Music Hall, termed it one of the theatre's biggest grosses for a non-holiday week.

Waiting lines most of the day and evening have been the rule rather than the exception at the Music Hall not only this week but most of the summer. Warners' "Indiscreet" and "No Time for Sergeants," the previous summer tenants, attracted daily waiting lines at the theatre also.

Hits Trade Practices

Jersey Allied Attorney Maps Legal Action

Is Authorized to Proceed; Stern, Others Reelected

Special to THE DAILY

KIAMESHA LAKE, N. Y., Aug. 20. —Strong indications that legal action will be instituted by Allied Theatre Owners of New Jersey in an effort to obtain relief from trade practices of long standing to which they are opposed were evident following a forum at the closing session today of the organization's three-day annual convention, which was addressed by Edward Rome of the Philadelphia law firm of Blank, Rudenko, Klaus and Rome.

Sidney Stern

The final session also saw the re-

(Continued on page 2)

'Show Business' Prints Now Available Here

Prints of "The Heart of Show Business," including clips of the heart project of Variety Club of New York, Tent 25, and of the Will Rogers Memorial Hospital, are now available for the New York territory. The Stanley Warner circuit already has booked the picture in all its New Jersey theatres.

Ed Sullivan has provided the narra-

(Continued on page 4)

ATV, Wrather to Film, Distribute, Syndicate

ATV of England, in association with the Jack Wrather Organization, which in turn operates in conjunction with Carl M. Rhoades has allocated a yearly budget of $10,000,000 for the production of films for television to be nationally released and syndicated by

(Continued on page 5)

PERSONAL MENTION

BURTON E. ROBBINS, National Screen Service vice-president in charge of sales, will return to New York on Monday from Paris, Rome and London .

•

Moses Lebovitz, president of Independent Theatres, Inc., Chattanooga, is in New York for a week's visit.

•

Jack Brodsky, trade press contact at 20th Century-Fox, will be married in October to Dorothy Chaika, secretary to Rodney Bush, 20th-Fox director of exploitation.

•

Sol Krim, Detroit theatre owner, is here to set up distribution for "Angry Isle," Japanese feature film for which he has acquired national rights.

•

Malva Rosenblatt, of Allied Artists, Cleveland, will be married on Oct. 19 to Bill Dunn, local photographer.

•

Joseph G. Aurrichio, vice-president of JJK Copy-Art, will leave here tomorrow with his family for two weeks at Sag Habor, L. I.

•

Alfred Hitchcock will arrive in New York today from Hollywood.

•

Ben Starr, theatrical attorney, has left here for London via B.O.A.C.

Avakian Named Warner Records A&R Director

From THE DAILY Bureau

BURBANK, Calif., Aug. 20. – George Avakian has been appointed by Warner Bros. Records, Inc., as director of artists and repertoire, it has been announced by James B. Conkling.

At the same time Conkling said the records company would make no distinction in the operation of east and west coast repertoire functions. An additional A&R director will be appointed on the west coast but he and Avakian will work with independent producers in making all records without any restrictions as to locale.

Avakian is a veteran of more than 20 years in the record industry and until recently was director of popular album repertoire for Columbia Records. He will direct production of albums and singles for Warner Records in conjunction with Conkling.

N. J. Allied Attorney to Act

(*Continued from page 1*)

election, as expected, of all officers, headed by Sidney Stern, and all directors. Officers will serve a full year's term but directors will serve only until a streamlining program for the board, approved Monday by the convention, can be carried out.

Rome, who was retained by Jersey Allied recently, reported to the delegates on the legal rights he believes are theirs in their opposition to practices in effect, chiefly those which delay picture availabilities and grant protection to Times Square, New York, theatres over New Jersey.

Replies from Only Four

The attorney was retained, it was made clear, only after efforts had been made by New Jersey Allied to arrange meetings for a committee with distribution executives to discuss the grievances and endeavor to find a solution. Only four companies replied to the organization's letters requesting meetings, it was said. They were 20th Century-Fox, United Artists, Paramount and Warner Brothers.

In consequence, meetings were held with Spyros Skouras, James Velde and Charles Boasberg, but no tangible results were reported. Paramount, explaining its position in its response, did not meet with the committee, it was stated.

After hearing Rome's presentation the convention authorized him to proceed along the lines which he disclosed in his discourse to be open to the exhibitors. Almost unmistakably this meant preparation of a suit or suits. However, there still remained a possibility that New Jersey Allied might seek further meetings with distributors first.

The open forum indicated that no new problems actually have been introduced but that the increase in the number of "blockbusters" has aggravated the Jersey situation that has existed over the past several years. The forum felt that the present pattern of long runs, with its resultant delays in flow of product to the subsequents, has become a fixture and that there will be no change unless the exhibitor goes to court to assert the rights which Rome described today as his.

Officers Reelected

Officers reelected in addition to Stern were John Harwan and Howard Herman, vice-presidents; Richard Turteltaub, secretary; A. Louis Martin, treasurer, and Irving Dollinger, national director.

Arky Trenton of American Seating Co. won low gross in the convention golf tournament under the Calloway system, with low net going to Turteltaub and second low net to Joseph Sacardi. In the women's division, Mrs. Leo Greenfield of Buena Vista won low net and Mrs. Sidney Stern low gross.

The convention closed tonight with a dinner at the Concord Hotel here.

Chaplin 'King in N. Y.' Is Opening in Toronto

Special to THE DAILY

TORONTO, Aug. 20. – Charles Chaplin's "A King in New York" will open here at the International Cinema tomorrow in a pre-release engagement.

The film, being distributed by International Film Distributors, Ltd., headed by Nat Taylor, will open without cuts.

The theatre, an art house with 557 seats, is owned by Mrs. Yvonne Taylor. Barney Simmons, who is handling the advertising campaign for the picture, said a "one-shot" ad would be carried in the Buffalo papers announcing the film.

To Remodel Theatre

Veronica Sharby, who has operated many theatres in the New York metropolitan area, has leased the New Theatre at Far Rockaway, N. Y., from the Perial Amusement Corp. and plans to remodel it, including installation of air-conditioning. Lease was negotiated by Berk and Krumgold with Judge Hyman J. Reit representing Perial.

Columbus Art Theatre Will Be Remodeled

Special to THE DAILY

COLUMBUS, O., Aug. 20.–The World Theatre, pioneer Columbus art house, has been leased by the Art Theatre Guild, Inc., operators of the Bexley and Drexel here and some 15 other art theatres. Louis Sher, ATG president, said the World will be redecorated and reopened on or about Sept. 10.

In Operation 11 Years

The World, which was opened 11 years ago by the late Al Sugarman, has been operated in recent years by Charles Sugarman, his son, who said he is canvassing the drive-in field for possible investment. Robert Little will be general manager of the three Sher art houses here. World house manager will be Mrs. Helen Little, his wife.

'Case' Sets Record

BOSTON, Aug. 20.–"The Case of Dr. Laurent" racked up the best opening week business in five years at the Mayflower Theatre here for the week ending yesterday. Gross was $10,000.

Producers Sh

(*Continued from page 1*)

companies indicated they would n participate in a meeting such as th suggested in Reade's letter.

Reade said that while the majori of the other replies were most fav able, "because of the lack of inter or enthusiasm of the producers seems impractical to hold a meeti at this time or to further continue efforts to develop a plan such as th proposed."

Reade's plan for controlling the s of post-'48 libraries to TV, as a nounced to the trade in a full-pa paid advertisement in THE DAILY June 30 called for a six-month mo torium on the sale of all post-'48 fi to TV, regardless of country of orig Within that time, Reade proposed, meeting of interested parties wou be held to discuss the establishme of a non-profit organization, simil to Ascap, to which all produc would license or give their compl TV rights.

Sell Some, Withhold Others

The organization thus formed wo sell certain films on a continuing ba to TV, withholding others at its s discretion. Each producer would compensated in direct proportion his film's total domestic gross, regar less of whether his film was ever s to TV or not, in direct proportion the over-all melon divided up ea year.

Directors and executives of the ganization would be drawn from terested segments of the indust Reade proposed. He envisioned t necessary mechanics for the plan's eration developing from joint disc sion at the proposed meeting.

Initial reaction to the Reade pl was one of wide interest, particula in exhibition circles, with producti and distribution expressing some prehensions over possible legal stacles to the implications of col borative action in the plan. Rea however, indicated at the time t he had been counseled that the acti he had in mind would not run coun to the Federal anti-trust laws.

Interest in Move Still Strong

There continues to be genuine terest in the industry in the devel ment of some means of barring controlling the sale of post- libraries to TV, backed by gene agreement that should such sales cur, they could constitute a mor blow to the industry.

To Produce 'Crane'

Producer Jerry Bresler's next f will be based on Deck Varner's tre ment of "The Life of Stephen Cran It will be filmed on location in Fl da, Cuba, Greece and London.

MOTION PICTURE DAILY. Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Floyd E. Sto Photo Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager, TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Vinc Canby, Eastern Editors. Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; Telephone HOllywood 7-2145; Washington, J. A. Otten, National Press Club, Wa ington, D. C.; London Bureau, 4, Bear St. Leicester Square, W. 2. Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefe Center. New York 20, Telephone CIrcle 7-3100. Cable address: "Quigpubco. New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-Pr dent and Treasury; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 times a y as a section of Motion Picture Herald; Television Today, published daily as a part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fame. Entered as sec class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign. Single copies, 1

Washington Officials Are Shown 'Hunters'

From THE DAILY Bureau

VASHINGTON, Aug. 20. — Mem-s of the Cabinet, the White House f, the Supreme Court, the diplo-tic corps, Congress, the combined efs of staff and top-ranking U. S. force brass filled Loew's Capitol eatre tonight for a special premiere wing of 20th Century-Fox's pro-tion, "The Hunters."

Producer-director Dick Powell was arded a "certificate of apprecia-n" by the Air Force Association, ich was presented to him by Gen-l O. P. Weyland.

Earlier Powell, assisted by his wife, e Allyson, hosted a pre-premiere eption at the National Press Club.

our Pictures Started; even Are Completed

From THE DAILY Bureau

HOLLYWOOD, Aug. 20.—With a ht decrease in production this ek, four pictures were started and en completed, making a total of 27 work.

Started were: "Gangster Boy" (Al-l Artists); "Ride Lonesome," Re-vn Prod., CinemaScope, color olumbia); "The Sound and the y," Jerry Wald Prods., Cinema-pe, DeLuxe Color (20th Century-); "The FBI Story," Technicolor arner Bros.).

Completed were: "The Fire Bug" llied Artists); "The Scapegoat," Maurier-Guiness Prods. (Metro-ldwyn-Mayer); "That Kind of Wo-n," Ponti-Girosi Prods. (Para-unt); "Gun in the Dust," Albert Gannaway Prods. (Republic); he Diary of Anne Frank," Cinema-pe (20th Century-Fox); "Pork op Hill," Melville Prods. (United ists); "The Hanging Tree," Baroda ods., Technicolor (Warner Bros.).

eiser Heads Jacobs otion Picture Dept.

Marty Weiser has joined the Ar-r P. Jacobs Co., Inc., in charge of motion picture department. He l develop and coordinate the pub-ty and exploitation activities of the n companies handled by the public ations company.

Weiser was with Warner Bros. for years both here and at the studio various publicity posts. For the st two years he was director of blicity for Regal-Fox Films.

eck Honored in Dallas

DALLAS, Aug. 20. — Robert J. Donnell, president of Interstate eatres, and Raymond Willie, adver-ing director, were hosts tonight at dinner honoring Gregory Peck, who here in connection with the pre-ease opening of United Artists' he Big Country," which Peck co-oduced with William Wyler, who ected.

Peck also was honored by the Dal-Junior Chamber of Commerce for achievement as a film star.

'Everglades'

(*Continued from page 1*)

pia, Miami; the Beach, Miami Beach; and the Gables, Coral Gables. The SRO sign was out at all three houses.

Mayors Robert King High, of Miami, and Kenneth Oka, of Miami Beach, headed the list of civic dignitaries who participated in the three-day celebration which was climaxed with the premiere of the Schulberg production. The event was accorded comprehensive coverage in all media of communications reaching throughout the Southeast via special newspaper features, radio and television blanketing.

Schulbergs and Stars Appear

Highlighting the premiere festivities were the onstage appearances at all three theatres of Budd and Stuart Schulberg, author and producer, respectively, of the film, and cast members Tony Galento, Emmett Kelly, Sammy Renick, MacKinlay Kantor and Pat Henning.

The three-ply premiere sparked a Florida and Southern Georgia saturation booking campaign on the picture, which will play 160 theatres in the two-state area during the next three or four weeks.

Big Budget 'Conqueror' Planned By New Firm

The newly formed Evyan Productions, Inc., will put "King William the Conqueror," budgeted at $5,000,000, into production in England and Hollywood next spring, it was announced here yesterday.

Evelyn Diane Westall Langer is president of the new company. She is better known in this country as Lady Westall, head of the New York perfume house, Evyan. Dr. Walter Langer (Baron Langer Von Langendorf), financier and scientist and husband of Lady Westall, is first vice-president. Samuel H. Cropper, a vice-president of the Chemical Corn Exchange Bank, is vice-president, as is A. E. Hamilton, formerly of Desilu Prods. James Watson of Evyan is secretary-treasurer.

Sir Laurence Olivier and Vivien Leigh are being sought for the starring roles.

Albany Variety Slates 16th Annual Golf Fete

Special to THE DAILY

ALBANY, N. Y., Aug. 20. — The 16th annual golf tournament of the Albany Variety Club will be staged at Shaker Ridge Country Club, Colonie, Sept. 8. Tee-off will be at 10 A.M.

A dinner in the clubhouse will end the day's activities. Members will have guests for both the tournament and the dinner. About 100 are expected to attend.

The committee consists of: Oscar Raskin, chairman; Irwin Ullman (Fabian Theatres), publicity; Aaron Winig, arrangements; Dr. Irwin M. Strossberg, golf; Joseph Sheber, prizes; chief barker Samuel E. Rosenblatt, ex-officio.

Successful Concessions Analysis Is NAC Theme

"Analyzing Successful Concession Operations" will be the theme of the 1958 National Association of Concessionaires' concession clinic sessions to be held at Hotel Americana, Miami Beach, Fla., on Oct. 21-25, according to a joint announcement made by NAC program chairmen James O. Hoover, Martin Theatres, Columbus, Ga.; and H. B. Fulford, Princeton Farms, Princeton, Ind.

"Departing from the conventional meeting style of panel speakers, we plan to use the Harvard Case Book Method," explained Hoover, "in analyzing what makes a successful concession operation in a conventional theatre, drive-in, amusement park or other recreational-type operations. Everyone at the sessions will be able to participate by offering suggested answers for our case history studies, and then every facet of the successful operation will be carefully examined to report our findings."

Members Sounded Out

For the past year NAC's convention program committee has been surveying members on the best meeting ideas and topics. From this survey the committee determined that members were anxious to learn more about why certain concession operations were more successful than others. To find the answer NAC considered the world-famed Harvard Case Book Method and decided to use it at the 1958 convention in two morning sessions, the first on Oct. 22 devoted to Conventional Theatre Concessions, and the second on Oct. 24 to study Drive-In and Amusement Park operations. Case histories, based on actual operations, are being prepared for each session.

Theatres Sold

PHILADELPHIA, Aug. 20. — A number of transactions involving local Stanley Warner theatres were reported. The Mastbaum, currently being demolished, was sold to George Friedland for $385,000 cash. He is one of the owners of Food Fair Stores, Inc., and indicated that the center-city property may be used for the erection of a supermarket. Among its neighborhood houses, the Lindley was sold for $25,000 for commercial purposes, and the Fairmount to the Atlantic Refining Co. for $30,000 for a gasoline station. The Elite, long closed and last operated under a lease by Sam Stiefel, was sold for $10,000 for commercial purposes. The Keystone, being used as a church in recent years, has its sale pending for a service station.

'Wind' Closing Set

CHICAGO, Aug. 20.—"Windjammer," the Cinemiracle production, will close its engagement at the Opera House here on Sept. 27, according to Charles Gilbert, managing director of the theatre.

The picture is now in its third month at the theatre.

PEOPLE

Robert J. Leder, general manager of radio station WOR here since 1956, has been named general manager of the WOR division of RKO Teleradio Pictures. In his new capacity, the scope of his duties as vice-president of RKO Teleradio will be broadened to include overall operating responsibility for both WOR and WOR-TV.

Gordon Gray, vice-president of RKO Teleradio, who has been engaged primarily in an operating capacity as manager of WOR-TV, will devote his full time hereafter to general executive assignments for the company.

□

Frank Carroll, associated with M-G-M in Albany for 23 years, rising from shipper to office manager, has joined Clark Service there as manager of its inspecting and shipping branch. Carroll's post at M-G-M has been filled by the promotion of **Mrs. Helen Dean** from booker.

Curley in Move to Ban 'Last Hurrah' in Mass.

Special to THE DAILY

BOSTON, Aug. 20.—Former Governor James Michael Curley of Massachusetts has petitioned in Superior Court here to ban the showing of the film "The Last Hurrah," charging that the principal character is based on Curley's own life and brings him into disrepute.

Acting on Curley's petition, Suffolk Superior Court Judge Charles Rome ordered notice sent to the producers, Columbia Pictures, directing that they send a representative to court here Aug. 27 to show cause why a temporary injunction banning the film should not be issued.

Edwin O'Connor, author, denies that the principal character in his book is based on the former governor, but Curley was particularly incensed when Columbia Pictures sent a photographer to take shots of City Hall and of his own house in Jamaica Plain. He also contends in his petition that neither O'Connor nor Columbia Pictures has received his consent to film "The Last Hurrah."

Cary Grant's Phone Call Invites Trade Press

From THE DAILY Bureau

HOLLYWOOD, Aug. 20. — Cary Grant pleased trade press reviewers mightily here by making personal telephone calls to invite them to a special screening at the Pickwood Theatre tomorrow night of Paramount's "Houseboat." Grant expressed personal gratitude at the result of the Shavelson-Rose production, which co-stars Sophia Loren and Martha Hyer and told studio publicity head Herb Steinberg he felt proud to extend the invitations.

The film is slated as the Thanksgiving attraction for Broadway's Capitol Theatre in New York.

White Replies

(*Continued from page 1*)

submit to the L. A. publishers all advertising matter presented to their own association for approval under the MPA Advertising Code. Pollock and his associates would then "look it over" and approve or disapprove it "before the copy is prepared for national release."

The L. A. publishers took concerted action recently against copy for ads on burlesque in their papers and at the same time were understood to be disturbed by copy submitted for a French film which did not have an MPA Code seal.

Calls It No Solution

In his reply to Pollock yesterday White made reference to this. "If burlesque and non-Code seal pictures are really your chief worry," he asked, "why stigmatize our member companies with a proposal for such a sweeping censorship of our advertising which under, any circumstance, could not solve the rest of the problem?

"Never before," White continued, "has anybody ever suggested a plan for imposing the standards of one such local group on all the rest of the country. The Los Angeles newspapers, members of your association, have been in the forefront of the continuing battle against censorship and in defense of the freedom of the press. I simply cannot believe that these papers, or any group of papers so dedicated to freedom of speech and of the press, would be party to any such suggestion or would participate in any such program of outright censorship."

Outlines Code Procedure

White also reviewed in his letter the system under which the MPA Advertising Code is applied. "This association and its members for more than a quarter of a century have supported a voluntary Advertising Code," he said "under this Code all advertising from member companies, and all advertising from other companies on pictures which carry our Production Code Seal of Approval, are subject to review in this office to determine whether they meet Code requirements.

"Our judgments in this regard have always been made, and must continue to be made, on our own responsibility (as the companies' representatives) and without outside influence.

"This is not to suggest that you or your member newspapers are in any way bound to accept our judgment in any given case.

"You have your own Amusements Advertising Code, which was written in 1947 under the chairmanship of Mr. Floyd Maxwell, and, I might add, with the cordial and friendly cooperation of our own office. It was patterned very closely after our own Code.

"I have been fairly familiar with the application of your own Code, under which I have known your member newspapers to consult with your association office to discuss problems arising out of advertising content, and to arrive at mutually satisfactory decisions.

"I can see no reason why you cannot continue to function as in the past. The only question would seem to be the degree of leniency, or of severity, with which you desire to apply your own Code. That is your decision to make. Surely nobody can challenge the right of one of your newspapers to determine whether any ad meets its standards for publication, or to consult with you, if it desires to do so, in making a decision.

"But that, I would think, is where your authority over our advertising ends. I cannot believe that you yourself, after serious reconsideration, would claim any right to pass on all the other advertising that is going out over the country, the bulk of which never goes to any individual newspaper at all."

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REVIEW:

Dunkirk

Ealing—M-G-M

THERE CAN BE no question that the evacuation of British troops from Dunkirk during the most trying early days of the second World War was one of the most dramatically exciting and unusual military maneuvers in all military history. This motion picture has succeeded to remarkable degree in capturing much of the dramatic intensity of that episode, to the credit of all concerned.

Released here by MGM, the film was produced at the MGM British Studios in England by the redoubtable Michael Balcon, one of Britain's best, for Ealing Films. It is a distillation of two books, "The Big Pick-Up" by Elleston Trevor, and "Dunkirk" by Lt. Col. Ewan Butler and Major J. S. Bradford, with the good screenplay the work of David Divine and W. P. Lipscomb. The broad scale of the stupendous effort made by the British Navy with the incredible assistance of hundreds of British small boat owners in their little craft to lift thousands upon thousands of cornered British troops from the beaches outside Dunkirk has been done brilliantly. That and the focus upon two elements which themselves tell the story of retreat evacuation in micro detail were handled most capably by Leslie Norman in his direction.

For purposes of the American release of the picture there are few cast names which will carry marquee weight. The one known and appreciated name for general audiences here will be that of John Mills, offering one of his usual and expected expert performances as the British corporal who leads his lost handful of men out of the German-held French coastal area to Dunkirk. Robert Urquhart and Ray Jackson as two of his men, Meredith Edwards as a British newspaper man who sees the too little and too late of Britain's effort, and Richard Attenborough as the manufacturer who does not appreciate what is going on until realization comes and he acquits himself more than well in the small-boat evacuation, are strongest in the cast.

THE TWO ASPECTS of the action which eventually join on the beach at Dunkirk and in the British Channel are military and civilian, telling each, in the eyes and person of a few individuals, the whole story of the courageous moment in history. Mills and his squad, detailed to blow up a bridge in front of the advancing Germans in western France, find their unit already gone when they return from their mission. The rest of their story, up to Dunkirk, tells of their desperate effort to gain the safety of the British lines, evading some German units, shooting their way through others, watching helpless refugees on the road strafed by German planes, until at last they reach comparative safety.

The other phase is that of London, where Lee represents those who know and are fearful of what is going on, and Attenborough, the complacent Britisher who is doing all right and is not too concerned. But the moment of appreciation comes, as Lee is joined by Attenborough in volunteering their boats and insisting on piloting them across the Channel. On the beach, Lee is killed in one of the continuous bombing raids, and Attenborough earns his right to hold his head up. The best parts of the film are the scenes at Dunkirk. Some American audiences may find difficulty following all the dialogue, spoken as it is in the decidedly British speech and idiom, but that should be only a minor detraction.

Running time, 113 minutes. General classification. Release, in September.

CHARLES S. AARONSON

Russian Pac

(*Continued from page 1*)

the West Coast. Johnston heads t American delegation.

Johnston and Shelton are schedul to leave for Moscow Sept. 8 to resu talks under last January's Russia American cultural exchange pa which got under way here last sprin but stalled without the consummati of a single contract either for the port of an American feature or t showing in this country of any Ru sian film.

'Show Business'

(*Continued from page 1*)

tion for the Tent 25 segment whi describes the cancer research bei carried on through the Institute Applied Biology and the Trafalg Hospital. "The Heart of Show Bu ness" depicts show business' inter in and support of the varoius cha table enterprises of Variety Club te throughout the world. The pict was produced by Ralph Traub a Columbia Pictures, the latter handli the distribution.

Rooney Hints

(*Continued from page 1*)

handles the annual fund requests the agency, and has on occasion be highly critical of its operations.

Rooney himself often has had ca tic comments with respect to US film operations. He told the Hou he is considering a top-to-bottom pro of USIA operations after adjournme

Honor Goldwyn

(*Continued from page 1*)

of partnership in one of Hollywoo happiest marriages, according George G. Gose, Chamber of Co merce president.

Gose said the award presentati will be made at a meeting of t Chamber's directors, at which M Goldwyn will be a special guest.

Will Shoot in Mass.

Rich Productions' "The Beauti Stranger," from the original story a screenplay of Arnold Croyden, w go before the cameras shortly at M tha's Vineyard, Mass. Warren Co man will produce and Harold You will direct.

Coleman and Young were asso ated last year in the production "Carib Gold," the theme song which was written by Pinky Herma television editor of the TV Today se tion of MOTION PICTURE DAILY.

'Pather' Here Sept. 22

"Pather Panchali," prize-winni Indian film which has won maj awards at five international festiva will have its New York premiere Mo day, Sept. 22, at the Fifth Aven Cinema.

The first film of Satyajit R "Pather Panchali" is based on Bandopadhaya's novel of the sa name, which has been a best sel in India since 1934.

REVIEWS

rror in a Texas Town

ted Artists

Hollywood, Aug. 20

nusual character studies mark this loor drama of a fight by a group armers against being forced to sell r land. Sterling Hayden's offbeat rayal of a gangling Swede be-es the focal interest as he arrives Prairie City to discover that his er had been killed on his farm e days before, and everyone ned unconcerned, including the riff, who advised him that he had rights to the farm.

layden, having given up the sea whaler to join his father in work- the farm, learns from Victor Mil- a witness to his father's murder, Sebastian Cabot had engaged l Young, a gunman, to force the ners off their land so that he could the benefits of the oil in that a.

Vhen Young, the terror in the as town, kills Millan who was dy to expose him, and then does ıy with Cabot because he didn't nt Young as a partner, he finds ıself in an unusual showdown with yden. Hayden, using a whaler's poon, disposes of Young as he re-ves a bullet in the shoulder in ex-nge.

Carol Kelly is impressive in the role the browbeaten amour of Young, o turns against him in the final mo-nts of the film to rouse the farmers a church meeting to join forces h Hayden.

Frank Seltzer produced and Joseph Lewis directed the screenplay by n L. Perry.

nning time, 80 minutes. General ssification. Release, in September.

Samuel D. Berns

ne Whole Truth

lumbia

Hollywood, Aug. 20

Sparkling with action and good per-mances by Stewart Granger, Donna ed and George Sanders, this im-ted murder story, made by Romu- Films, adds up to good entertain-nt. Gianna Maria Canale, an exotic nale, delightfully cast as a tempera-ntal foreign actress, provides the tivating force in Jonathan Lati-r's screenplay, from the play by ilip Mackie.

John Guillermin's direction makes pital use of the Granger and Sanders rsonalities.

Miss Reed proves herself a devoted fe to Granger, a motion picture oducer, as he becomes involved in murder of Miss Canale, with om he had admittedly carried on a nantic interlude at a time when he lieved Miss Reed had left him. San-rs, a publisher and distributor of igious text books (good for a belly-ıgh when disclosed), reveals him-f as the perpetrator of the crime to anger, through resentment of his wife's carrying on and its possible threat to his business. Granger has a difficult time convincing the police he is innocent, and is forced into escaping in one of the police cars to reach his wife before Sanders has a chance to dispose of her as well, when he learns she holds the clue to his guilt, a cigarette lighter he left in Miss Canale's hilltop hideaway at the time of the murder.

Granger saves Miss Reed, while Sanders is run down and killed by the police as he tries to make his own getaway in the police car used by Granger.

Film was produced by Jack Clayton. Running time, 83 minutes. General classification. Release, in September.

S.D.B.

ATV, Wrather

(*Continued from page 1*)

the newly formed Independent Television Corp., of which Wrather is chairman of the board and Walt Kingsley president.

The announcement was made yesterday at a press conference held by Wrather at the Hotel Pierre here.

ATV and the Jack Wrather combine have already agreed to deliver to ITC two series each per year and in addition are also preparing to finance independent TV production and national distribution of the properties through ITC.

UA Fight Picture

(*Continued from page 1*)

ing the audience that Harris had been knocked down four times before his handlers threw in the towel.

Slow motion was introduced after each knockdown. These showed how rapidly Harris was fading, as there were closeups of his bleeding face, his blank expression and his inability to get through Patterson's defense.

Both men were light on their feet for heavyweights and moved rapidly, with Patterson fighting cautiously until he gained confidence. The narrator emphasized that they were "ring-rusty," as neither had fought for a year.

There were no home television or "present-tense" radio broadcasts of the fight, so this will probably be an important addition to theatre programs.—J. M. J.

Kahn Claims

(*Continued from page 1*)

000 of the 500,000 seats available had been sold. He predicted sales would average out at about 40 per cent.

He conceded that New York theatre attendance was below expectations but said Texas, with 80,000 available theatre seats, was 80 per cent sold.

He said the experience demonstrates the strong potential of theatre TV when a title fight is kept off home TV and radio. "I'm told the highest figure ever paid by a home TV sponsor of a fight is $300,000," he said. "Patterson is certain to draw more than his $210,000 guarantee, and his share of the film rights should make up the difference."

Television Today

'Lux Playhouse' Bow On CBS Net Oct. 3

"Lux Playhouse," a new half-hour dramatic series starring top Hollywood players, will make its debut over the CBS Television Network, Friday, Oct. 3 (9:30-10:00 P.M., EDT). Alternating with "Schlitz Playhouse," "Lux Playhouse" will showcase comedy, mystery, western and romantic plays, presenting a new story and a different star on each program.

Sponsored by Lever Brothers, "Lux Playhouse" will be produced by Revue Productions.

Ginger Rogers Signs for First Television Series

Ginger Rogers has reached an agreement with the NBC-TV Network to appear in her first television series, it was announced by Robert F. Lewine, vice-president, NBC television network programs.

Miss Rogers will star in a live variety show to be telecast weekly, Lewine said. The format will feature her talents as an actress, singer, dancer and comedienne. Starting date and time will be announced later.

One Man's TViews

By Pinky Herman

BEN HECHT will star in a new five nights per week TVehicle over WABC starting Sept. 15. Produced by Mike Wallace and Ted Yates, the series will feature informal discussions between Ben and guests from all walks of life. . . . Fordel Films has just completed filming a special subject shot in Iowa for the agricultural division of American Cyanamid which deals with the care and feeding of animals. . . . Tom Slater, TV head for Fuller, Smith & Ross-Pittsburgh office, and Bill Tuttle TV chief for FSR in Beverly Hills, are alumni of the N.Y. office of Ruthrauf & Ryan. . . . Prexy Walt Kingsley of the newly-formed Independent Television Corp. was host at a cocktail party tossed in honor of Jack Wrather yesterday at the Hotel Pierre in Gotham, Wrather, in addition to owning several oil wells, radio and TV stations, also owns all of the "The Lone Ranger" rights. . . . Bill Gale, co-producer with Bill Gernannt of the forthcoming TVersion of the old radio clickee, "County Fair," which bows into the national TV scene Sept. 22 for an across the board afternoon series, is one of the top jingle writers in the land, a composer of numerous hit ditties and of course will handle the music chores for the program. . . . Ole Olsen and Chic Johnson, whose stage and flicker versions of "Hellzapoppin'" made box office history, have returned home after a most successful 16 week tour of Europe. Seems to us that a TV series (how about calling it "TEL-zapoppin'") could be the laff drug the world needs these hectic days. . . . Bill Mogle and Art Daley, co-producers of a new audience-participation package, "Birthday Bingo," have set a deal with Show Corp. of America to syndicate the program next fall.

☆ ☆ ☆

Tony Marvin

Easily one of the stem's most popular personalities and one who possesses that rarity: charm, looks, talent and character, Tony Marvin, announcer of the Arthur Godfrey CBShows, was honored Tuesday with a cocktail party at the Round Table, climaxing the debut Monday of his own radio program over ABC (2:00-4:00 P.M.). Initial broadcast on which Godfrey appeared and gave Marvin a well-deserved boost, was easy to listen to with Tony chatting about music, Broadway, played selections from albums and rambled along with a free and easy gait with anecdotes about some of the stars of the day. For instance after the spinning of "Once In Love With Amy," he reminisced on his working with Ray Bolger. Looks like this net has ABCorraled a natural for its afternoon radio listeners. . . . Nancy Elliott Nugent has announced that Ulysses Productions has purchased two novels, "Violent Hours" by Robert Welch and "Tent of the Wicked" by Robert Switzer; first one will go into production in Oct. in Texas and the latter will be filmed in Argentina in February both to be megged by Douglas Crawford. . . . Bob Warner, after 3 years as production ass't on the "Today" show, has joined Art Ford and will head the promotion and press relations for Art's expanded radio-TV sked.

HOLLYWOOD, California... DANNY KAYE
takes off for New York...

PARIS, France... NICOLE MAUREY
enroute to New York...

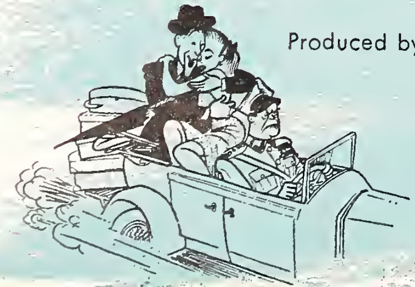
LONDON, England... PETER GLENVILLE
flies to New York...

THE STAR . . . THE CO-STAR . . . THE DIRECTOR WILL ALL BE IN NEW YORK TO KICK OFF THE NATIONAL PUBLICITY . . . WHICH STARTS WITH THE **DUAL WORLD PREMIERE** AT NEW YORK'S ODEON and FINE ARTS THEATRES.

DANNY KAYE · CURT JURGENS
NICOLE MAUREY in

ME AND THE COLONEL

with
Francoise ROSAY · Akim TAMIROFF · Martita HUNT · Alexander SCOURBY
Screenplay by S. N. BEHRMAN and GEORGE FROESCHEL
Produced by WILLIAM GOETZ · Directed by PETER GLENVILLE · A COURT-GOETZ PICTURE



Rolling your way...... from Columbia!

All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

L. 84, NO. 38 NEW YORK, U.S.A., FRIDAY, AUGUST 22, 1958 TEN CENTS

ITORIAL

ostly Indifference

By Sherwin Kane

IS dismaying to read, as one ould in the trade press yesterday, hat messages addressed to indivis in high places in the industry vell known individuals or respon- organizations can go unacknowled by a majority of their recipients. one instance, Walter Reade, Jr., ninent circuit operator and former ident of Theatre Owners of Amer- who has been in the forefront of erous constructive industry envors, reported that he had adsed letters concerning his annced plan for controlling the sale levision of post-1948 film libraries 4 leading production and company utives, inviting their reactions to proposal and inquiring whether would be interested in attending eeting at which the plan could be ussed.

•

eade received 15 replies, indicat- that about one in five of the inry leaders whom he addressed are rested enough in this subject of l importance to the industry, ther or not they could attend a ting, to acknowledge his letter the valuable preliminary thinking iad contributed to the problem.

n another instance, Allied Theatre iers of New Jersey revealed at nnual convention that prior to reing counsel to advise its members egal rights with respect to certain e practices, it had sought meet- with all of the distribution comies with which its members do ness to discuss the complaints in endeavor to avoid recourse to the ts. Only four companies acknowled the organization's request, and e of them accorded it meetings.

•

Vhen well-intended efforts to solve olems affecting either the entire istry or those of buyer and seller ignored on the scale indicated in e two instances, it is little wonder industry is ridden with public tions problems.

o man in a responsible position ald be too busy to acknowledge, e cannot accede to, a letter inviting participation in a discussion of uine problems with his customers his associates.

o fail to do so is to aggravate ting problems and to invite new s.

Hollywood Strike Aftermath

Musicians Mutual Aid Pact Supported By 10 European Countries, AFM Says

Stanley Ballard, special representative of the International Executive Board of the American Federation of Musicians, on his return from Zurich, Switzerland, yesterday, said that musicians from 10 European countries have joined with those of the United States and Canada to unanimously approve and sign a six-point draft proposal of mutual aid against international inroads of mechanical music and its widespread substitution for live music and musicians.

The agreement was sought by the A. F. of M. after its strike against ma-

(*Continued on page* 5)

Directors Guild Votes Walkout After Sept. 5

Members of the Screen Directors International Guild, meeting at the Hotel Roosevelt here last night, by unanimous vote directed their executive board to take strike action after Sept. 5 unless prior to that date the Guild has entered into a collective

(*Continued on page* 5)

WB 'Dark' Will Climax Brazilian Film Festival

The Museum of Modern Art in Rio De Janeiro, Brazil, has selected Warner Bros.' "Home Before Dark" for presentation as the climax of its nationwide Film Festival, WB announced here yesterday. Juscelino Kubitschek, president of the Republic

(*Continued on page* 6)

U.S. Independents Back Soviet Deal: Shelton

By J. A. OTTEN

WASHINGTON, Aug. 21. – A group of independent producers told the American delegation going to Moscow next month to resume negotiations for the commercial exchange of U. S. and Russian films that they are "fully satisfied" with the manner in which the earlier parleys were conducted, and confident that the coming talks will be handled equally well,

(*Continued on page* 6)

Re-Naming Members of Code Review Board

Reappointment of the 10 outside members of the Production Code Review Board, whose first one year terms expire Sept. 17 is being made by Eric Johnston, Motion Picture Association president, with present indications that all will consent to serve another year.

The 10 outside members are, from exhibition, Leonard H. Goldenson, president of American Broadcasting-Paramount Theatres; Russell V. Downing, president of Radio City Music

(*Continued on page* 2)

2,991 Theatres, 118 Circuits Take Part In Rogers Hospital Drive This Week

The national audience collection drive for the Will Rogers Hospital opened this week with 2,991 theatres and 118 circuits participating, it was announced yesterday. Six exchange areas will start their campaigns at a later date due to local conditions, it was said.

Pledges are still coming in daily and expectations are that the campaign this year will ultimately surpass previous years by a wide margin.

The six areas to hold their campaigns separately are: Boston, which will collect during the week of Sept. 29; Charlotte, which will start on Aug. 28; Chicago, starting in downtown theatres on Aug. 31 and in suburban areas on Nov. 7; Detroit, date has not yet been set; and Milwaukee and Minneapolis will collect in November.

The audience collection and Christmas salute are again combined in the Will Rogers Hospital's annual fund raising campaign, and S. H. Fabian and Ned E. Depinet, co-chairman of

(*Continued on page* 3)

New Expansion

UA Acquires Lopert Films As Subsidiary

Theatres, Other Subsidiary Company in Transaction

Arthur Krim

United Artists Corp. has acquired the stock of Lopert Films, Inc., it was announced jointly yesterday by Arthur B. Krim, president of United Artists, and Ilya Lopert, president of Lopert Films.

Under terms of the agreement UA has acquired the Lopert Films stock from that corporation's principal stockholders, Lopert, Robert Goelet, City Entertainment and Astor Theatre Corp. The latter two companies are subsidiaries of City Investing Co., which is headed by Robert Dowling.

Lopert Films is to retain its iden-

(*Continued on page* 2)

Fox Buys 'Streetcar'; Sets New Campaign

Twentieth Century-Fox has acquired all distribution rights to "A Streetcar Named Desire," and will re-release the picture, which won five Academy Awards, in the Fall of this year, it was announced yesterday by Alex Harrison, the film company's general sales manager.

"We have an attraction which will

(*Continued on page* 6)

Kirsch Re-Elected As Head of Ill. Allied

Special to THE DAILY

CHICAGO, Aug. 21.–Jack Kirsch was re-elected president of Allied Theatres of Illinois for a term of three years at its annual meeting at the Blackstone Hotel here.

Other officers and directors were

(*Continued on page* 2)

PERSONAL MENTION

CHARLES ROSENBLATT, vice-president of International Film Distributors, Inc., will leave New York on Monday via B.O.A.C. for the Scandinavian countries and other areas of the Continent.

•

SATYAJIT RAY, director of the Indian picture, "Pather Panchali," will arrive in New York tomorrow from Europe.

•

DONALD LA BADIE, press director of the French Film Office in New York, will leave here today for Paris.

•

MRS. LORAINE SCHOTTENFELD, wife of HERBERT T. SCHOTTENFELD, a member of the United Artists legal department, gave birth this week to a boy, MATTHEW ADAM, at North Shore Hospital on Long Island.

•

MIKE GOULD, Allied Artists salesman in Cleveland, will be married on Sept. 12 to MARILYN CUNNINGHAM at her home in Washington Court House, Ohio.

'Wind' Opens Big; See $37,000 Week in Miami

Special to THE DAILY

MIAMI, Aug. 21. – Warner Bros.' "Wind Across the Everglades" got off to a big start at its world premiere yesterday at three Miami area theatres–the Olympia, Miami; Beach, Miami Beach, and Gables, Coral Gables –racking up a combined gross of $6,120. This exceeds the opening day gross of the company's "No Time for Sergeants" at these three houses.

Opening day figure indicates a $37,000 week for the Schulberg Production at these Miami theatres. The picture will begin saturation booking engagements during the next three to four weeks in 160 theatres in Florida and Southern Georgia.

Kirsch Re-elected

(*Continued from page* 1)

elected for a one-year term. They include Sam C. Myers, vice-president; Benjamin Banowitz, secretary-treasurer; and as board members, B. Charuhas, Jack Clark, James Gregory, Carl Goodman, Don Knapp, Ronald Kuhlman, Verne R. Langdon, Charles R. Lindau, Howard Lubliner, George Nickolopulos, Arthur F. Sass, Arthur Schoenstadt, Nate Slott, Mayer Stern, and Bruce Trinz. Harry Nepo was appointed sergeant-at-arms.

UA Acquires

(*Continued from page* 1)

tity and will be operated as a subsidiary of United Artists Corp. and continue its function as a distributor of foreign and special films in the U.S. and Canadian markets. Lopert will remain as president of the company bearing his name.

Manages Plaza Theatre

In addition to film distribution Lopert Films has a major interest in and manages the Plaza Theatre here and the DuPont and Playhouse Theatres in Washington, D.C. Negotiations are now underway for future disposition of the two Washington theatres, the announcement said yesterday.

In January of this year United Artists took over management of the Astor and Victoria theatres here, which are owned by City Investing. As operator of the theatres, Lopert was involved in that transaction also, and it is regarded as preliminary to the newly announced deal.

Lopert Films also has a subsidiary, 50 per cent of which is owned by City Entertainment Company, which will engage in various financing and production activities in partnership with UA, Krim said yesterday.

Imported Many Hits

A pioneer in foreign film distribution in this country since the late 1930's, Lopert has imported such pictures as "Mayerling," "Shoe Shine," "Nights of Cabiria," "Breaking the Sound Barrier," and Olivier's "Richard III." UA was involved with Lopert Films in handling in this country "Captain's Paradise" and "Summertime" as well as the current "La Parisienne."

The new agreement marks further expansion for UA, which within the past year moved also into the television and record and music fields.

Issue Brochure, Trailer On 'Sinbad' Promotion

Columbia Pictures' sales personnel throughout the country have intensified efforts to have the first film in the new process of Dynamation, "The 7th Voyage of Sinbad," dated as a Christmas feature in key runs. The special sales effort is a follow-up to the recent cross-country junket undertaken by general sales manager Rube Jackter on behalf of the same project.

Marking the upbeat in the "Sinbad" sales drive has been the delivery to all Columbia branches of a special 35mm Technicolor trailer highlighting features of the new Dynamation process as well as supplies of a special brochure prepared on the feature. The brochure contains stills from the picture as well as informative matter on the picture and the Dynamation process.

Big Star Turnout Expected for 'Country'

From THE DAILY Bureau

HOLLYWOOD, Aug. 21.–A black-tie audience of Hollywood celebrities will gather at the Stanley Warner Beverly Hills Theatre tomorrow night for the premiere of the Gregory Peck-William Wyler production, "The Big Country," after which they will attend a supper-dance in a marquee-tent located next door to Romanoff's.

Leading the star turnout will be Peck, Carroll Baker and Jean Simmons, who appear in the United Artists Release.

TV coverage of the premiere will include a "first" in that KTLA's newly-developed "telecopter" will beam the affair to home screens from a vantage point above Wilshire Boulevard. The festivities also will be covered by three ground-level cameras.

Re-Naming Members

(*Continued from page* 1)

Hall Corp.; Sol A. Schwartz, president of RKO Theatres; Leopold Friedman, president of Loew's Theatres; Ben Marcus, general manager Marcus Theatres Management Co., Milwaukee, and Allied States' member of the Compo triumvirate, and George Kerasotes, Kerasotes Theatres, Springfield, Ill., and a vice-president of Theatre Owners of America.

Also, from independent production, John Ford, William Goetz, George Sidney and Stanley Kramer. Kramer was appointed recently to fill the vacancy caused by the death of F. Hugh Herbert. The others were appointed last September.

No Denials Appealed

Since their appointment no cases of denials of a Production Code seal by the Production Code Administration have been appealed. Hence, the Review Board, in its new 20-member form has not yet met in its nearly one year in being. The other 10 members of the Review Board are members of the Motion Picture Association board of directors, who constituted the previous appeal board.

Closed Circuit Video In Home Hit by Tuchler

From THE DAILY Bureau

HOLLYWOOD, Aug 21. – Julius Tuchler, spokesman for theatre owners in Los Angeles County against pay-TV, and recently appointed to represent the Antelope Valley Citizens Committee against Pay-TV, today attacked the theory of closed circuit television in the home for a fee in a wired petition to the Los Angeles County Board of Supervisors to prevent the award of any pay-TV franchise in Lancaster-Antelope Valley at a public hearing set for Sept. 4.

. . . NEWS ROUNDUP

'Time to Love' to 90 House

Universal Pictures' "A Time
Love and a Time to Die" will o
in 90 theatres throughout the metro
litan area on Sept. 10. Coupled w
it will be U-I's "Ride a Croo
Trail."

■

Tickets to Venus from AA

Allied Artists has copyrighted
Interplanetary Rocketways ticket
Venus and has ordered an in
printing of 1,000,000 of the du
for distribution in connection with
openings of "Queen of Outer Spa

■

Dee-Jay in New Quarters

The Dee-Jay Film Service C
with clients in the fields of TV c
mercials, industrial films, features
video dramas, has moved to new q
ters here at 408 West 57th Stree

■

'Lucky Jim' Here Aug. 30

The Boulting Brothers produc
of "Lucky Jim," based on the K
sley Amis novel which received
Somerset Maugham Award, has
booked to open at the Paris The
here on Aug. 30.

'Defiant' Enters Seco Week With New Rec

Special to THE DAILY

CHICAGO, Aug. 21. – Sta
Kramer's "The Defiant Ones"
tinued to break box office recor
the Roosevelt Theatre here whe
rolled up an all time record hig
the first day of a second wee
$5,120, it was announced by D
B. Wallerstein, president of Bal
& Katz. "The Defiant Ones" se
all time record for the 37-year
tory of the Roosevelt in the ope
week of its world premiere eng
ment.

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JOHN SAXON • SANDRA DEE
AN AVON PRODUCTION FROM M-G-M
and GALA NEW STAGE SPECTACLE

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PEOPLE

alter **Reade, Jr.**, president of er Reade Theatres, will add to ppreciable restaurant operations rly November the first gourmet urant built for a suburban shop- center. It will be located in the en State Plaza, Paramus, N. J., will have three interconnecting s separated by movable walls. Its Club Room will be equipped motion picture projection and ision for executive planning meet-

☐

rney **Balaban**, president of Para- nt Pictures, will meet the trade in the company's board room conference next Tuesday morn-

☐

homas **H. Farrell**, supervisor of ic arts at Eastman Kodak's manu- ring experiments division, will ve in San Francisco today the ele Award of the Screen Process ing Association for "outstanding ributions toward the advancement he screen process printing in- ry."

☐

Miller Walker, vice-president of Radio Pictures, will serve as rman of the motion pictures divi- of the 53rd annual appeal of the elers Aid Society of New York.

oduction Code Seal Is ued to 'Dr. Laurent'

e Production Code Administra- has signed and delivered a cer- te to "The Case of Dr. Laurent," s-Lux Distributing Corp. release d on a story of natural child-

me weeks ago the distributor ed, among other changes of a r nature, to eliminate the word rtion" from the English titles rimposed on the French-made The Production Code specifically ibits use of the word in approved

hereafter, delay in issuance of a ficate was ascribed to technical ns, such as the necessity of check- Trans-Lux's right to the title of picture, inasmuch as it is not a ber of the Title Registration Bu- and normal procedure in such s provides for the making of such eck.

arners Sells U.K. dios to ABPC for TV

From THE DAILY Bureau

ONDON, Aug. 21.—Warner Bros. unced today the sale of its Ted- ton Studios to Associated British re Corporation for use by ABC- in the production of television and programmes.

r the past six years Teddington occupied by the Hawker Aircraft

2,991 Houses, 118 Circuits in Rogers Drive

(*Continued from page 1*)

the combined drive, have emphasized that all industry employees should be made aware of the difference between the two campaign units: the audience collection is directed at the theatregoing *public* while the Christmas salute is the industry employees' responsibility and is the avenue through which the employees help support their own hospital.

From All Parts of Nation

Circuits participating in the audience collection drive from the opening of the drive on Monday are as follows:

ABC Paramount Theatres, Armstrong Circuit, Associated Drive Inc, Associated Prudential Theatres, Associated Theatres, Atlantic Theatres, Basil Enterprises, Basle Theatre Service, John C. Bolte Theatres, Brandt Theatres, Leo Brecher Theatres, Buffalo Paramount Corp., Central States Theatre Corp., Century Theatres, Center Drive In Theatre Corp., Chakeres Theatres, Cinema Art Theatres, Cinema Circuit, Cinerama Theatres, City Entertainment, Comerford Theatres. Commonwealth Amusement, Conery Theatres, Cooper Foundation, Coston Enterprises, S. W. Craver Theatres.

Also Dickinson Operating, Dixie Drive In Theatres, Dixie Theatres, Dwore Drive In Theatres, Eastern Management, Edward's Theatre Circuit, A. M. Ellis Theatres, Jay Emanuel Theatres, Fabian Theatres, Flexer Theatres, Florida State Theatres, Melvin Fox Theatres, Fox Midwest Theatres, Fox West Coast Theatres, Frontier Theatres, Fruchtman Theatres, Gamble & O'Keefe, General Theatres, Georgia Theatre, Harris Theatres, Haven Theatres.

Interstate Active

Also Harry K. Hecht Circuit, Hitt Circuit, Howell Circuit, Interboro Circuit, Interstate Circuit & Texas Consolidated Theatres, Iowa United Theatres, Island Theatre Circuit, Phil Isley Theatres, J. J. Theatres, Tommy James Theatres, Jamestown Amusement, Jefferson Amusement & East Texas Theatre, Eddie Joseph Theatres, Kallet Theatres, Kerasotes Theatres, Kridel Theatres, Lamont Theatres, Leon Theatres, Liggett-Florin, Loew's Theatres.

Also Lone Star Theatres & Bordertown Theatres, Malco Theatres, Martin of Georgia, Maple Amusement, Martina Circuit, Mervis Theatres, Midstate Amusement, Momart Circuit, Charles H. Moses Circuit, B. S. Moss Theatres, Northio Theatres, Pacific Drive In Theatres, Penn Paramount, Perlmutter Theatres, Pioneer Theatres, Lewen Pizor Theatres, Poli New England Theatres, Publix Great States Theatres.

Metropolitan Group Participating

Also RKO Theatres, Randforce Amusement, Rapf & Ruden, Walter Reade Theatres, Reiss Theatres, Robins Amusement, Rowley United Theatres, Rugoff and Becker, Savar Corp., Varbalow Circuit, Schine Circuit, Selected Theatres, Shulman-Schwartz Circuit, Skirball Brothers, Skouras Theatres, Teddy Solomon Theatres, South Side Theatres, Springer Theatres, Stanley Warner.

Also Steel Circuit, Stewart & Everett, Stiefel Theatres, Switow Enterprises, Trans-Lux Theatres, Trans-Texas Theatres, Triangle Theatre Service, Tri Cities Drive In Theatres, Tri-States Theatres, United Artists Theatres, United Film Booking Circuit, Vogel Theatres, Weisenberg Circuit, Wilby-Kincey Service, Y. & W Management.

Compo Says Theatres Aid Downtown Business

Under the caption, "Movie Theatres Called Big Asset for Downtown!" the 93rd of the series of Compo ads in "Editor & Publisher," which will appear tomorrow, quotes a recent issue of the Downtown Idea Exchange which cites four possible tie-ins by merchants with downtown theatres for accelerating their business.

Called 'Prime Asset'

"Downtown's motion picture theatres are a prime downtown asset," the exchange bulletin said. "But, in many cities, we find that the other downtowners are not alert to the values of the movies. Every downtown group should consider:

1. Getting all theatre owners and/or managers into downtown activities.
2. Promoting movies as one of the wonderful entertainment extras downtown.
3. Staging special events, fashion shows, drawings, meetings, etc., in theatres.
4. Tieing-in with these movies that offer downtown a good opportunity to promote.

"Hollywood glamour always helps and local movie operators are usually mighty good at helping set up promotions."

Seen Vital to Newspapers

"Since downtown retail establishments are the backbone of newspaper advertising," the ad concludes, "it seems obvious that newspapers, too, should want to help movie theatres to prosper."

Smerling Named ABC Exec. Vice-President

Benjamin Smerling has been elected executive vice-president of ABC Vending Corporation to succeed Benjamin Sherman, it was announced yesterday by Sherman, who is board chairman. Louis H. Klebenov, who served is vice-president of the company and general manager of the New England division, was elected first vice-president as successor to Smerling.

Net Reported at New High

In an interim income statement issued yesterday ABC reported sales and other operating revenues, net income, and earnings per share on common stock all reached new high levels for the first six months of 1958. Weekly sales averaged higher than $1,000,000 for the first time in an early half of the year. Total revenues were $29,721,474.

Showing of Films Halted in DeKalb

Special to THE DAILY

ATLANTA, Aug. 21. – The Glenn Theatre in DeKalb, Ga., has been temporarily restrained from showing two pictures, "Wasted Lives" and "Birth of Twins," upon complaint by the city's film review group. Superior Court Judge Frank Guess is studying the case and will hand down a written decision later.

The films were described at a hearing as a "public nuisance" by DeKalb solicitor general Richard Bell. Dave Eisenberg, attorney for the theatre, argued that to stop the showing of the films was a violation of freedom of speech and the press.

Yates Coming; Stock Activity Spurs Rumors

Herbert J. Yates, Republic Pictures president, is scheduled to arrive here over the weekend from the Coast to preside at a meeting of the company's board of directors next Wednesday, amidst a flurry of financial district rumors over a possible sale of control of the company which has spurred trading in the stock for the past week and sent it to a new high for the year of 7 1/8, yesterday's closing price.

Seek Cinerama Deal For 'Romance in Oil'

Joseph Steiner, president of Broadcast Pictures, Inc., announced yesterday he is negotiating to produce a musical entitled "Romance in Oil" in the Cinerama process. The picture is also to be in color by De Luxe, he said.

A spokesman for Cinerama Productions confirmed that talks were in progress yesterday but said that no deal has as yet been set.

Hildegarde Cast

Already signed to co-star in the film is Hildegarde, the chanteuse, and Fred MacMurray and Lee J. Cobb are being sought for other roles. Frank Borzage will direct, and George Marion, Jr. has been signed to do the screen play.

Hildegarde is here now for story conferences with Steiner. Part of the film is to be shot on active oil wells the chanteuse owns in Oklahoma and the rest will be made on location in several foreign countries, according to Steiner.

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usician Pact

(*Continued from page* 1)

Iollywood studios last February rendered ineffectual when pro- s turned to musicians in other ries for the music scores for new films.

Call Approval Unanimous

his report to Herman D. Kenin, lent of the American Federation ısicians, who assigned him to the rence, Ballard said that the pro- initiated by the A. F. of M., in o-day world conference of musi- at Zurich, Aug. 15-16, had met unanimous approval, the only ges made by the signatories being necessary for accurate transla- into the languages of the coun- signing. Ballard added that all ries attending were "wholeheart- in accordance with the signed ment and will take steps to carry ll the proposals as far as human- ssible."

nin expressed pleasure at the ss of the meeting as a part of the ration's drive to protect live mu- ıd musicians from the encroach- of "mechanicals." He added that ccomplishment would "go a long toward correcting a serious em- nent situation caused by the un- ed use of recorded music to sup- the live musician."

12 Nations Represented

untries represented by union mu- ıs at the Zurich sessions included Jnited States and Canada, Spain, France, Austria, Germany, erland, Great Britain, Sweden, ıark and Norway. Musician rep- tatives from other countries who unable to attend will be con- d by the International Federation usicians, of which they are mem- and their signatures to the agree- will be obtained.

mmary of the six-point draft pro- follows:

In event of strike or lockout in- ng any of the signatories, all par- to the agreement shall instruct members not to accept employ- in the making of recordings for nployer involved in the strike or ut.

Each signatory shall seek to n labor contract provisions out- ıg the making of recorded music general purposes," i.e., a record- o be used for transfer to other ıanical devices for public use. mple: the making of a tape re- ng not to be heard by the general c but intended for dubbing into than one motion picture film or a motion picture film and other es such as records and transcrip- .)

Parties to the agreement would avor to secure in their respective aining agreement with employers, would issue appropriate instruc- to its members, forbidding em- nent in the making of recorded c except for specific purposes, a recording that constitutes a final product used by an ultimate consumer or commercial user.

4. In the case of motion pictures, signatories shall endeavor to include in collective bargaining agreements a provision that no sound track shall be made for a motion picture, the major portion of which was filmed outside the country or countries in which the music scoring takes place. (Provided such country is one in which a signatory operates.) This prohibition would be enforced unless another sound track for such film was also scored in the country or countries of major filming. If the major filming occurs in a country or countries wherein no signatory operates, no sound track shall be recorded except in the country in which the film company has its principal offices, unless another sound track for such film was also scored in such country.

5. There shall be a mutual exchange of forms of labor contracts entered into by all of the signatory unions.

6. Signatories likewise shall inform each other of significant developments in the making of recorded music.

Television Today

Guild Strike

(*Continued from page* 1)

agreement with the Film Producers Association.

A Guild spokesman said the voting followed the revelation that the membership of the FPA had repudiated the action of its own negotiating committee in coming to a final agreement with a negotiating committee of the Guild after seven months of talks.

The SDIG represents over 300 motion picture and television directors in the East. The Guild issued the following statement last night:

Statement by Guild

"We have been forced to take the only action remaining to us in the attempt to obtain the agreement which had been worked over by both organizations for more than seven months. It comes as a distinct shock to the Guild that a minority group of producers would want to renounce the members of their bargaining committee who had unanimously reached agreement on all terms and impose their will on a majority of FPA members. We must deal either with a responsible representative employers group or else with individual producers. We contemplate no further negotiations with FPA over the contract. After reaching complete agreement, following more than half a year of give and take further substantive changes in the proposed contract are unthinkable."

WOR Radio, TV Units Merged Under Leder

Robert J. Leder, vice-president and general manager of the WOR Division of RKO Teleradio Pictures, Inc., announced yesterday the consolidation of WOR Radio and WOR-TV operations under his direct management. Under this consolidation, all departments for the two stations, except sales, are being combined.

Burt Lambert, formerly account executive with WOR Radio Sales, has been named sales manager for WOR-TV, Channel 9, reporting directly to Leder. William McCormick will continue as sales manager for WOR Radio, and will also report directly to Leder.

New Post Created

Heading up the combined WOR Radio and WOR-TV programming operation in the newly created post of director of programming for the WOR Division will be Robert Smith, Leder announced. In this capacity, Smith, previously Program Director for WOR Radio, will be responsible for all facets of WOR Radio and WOR-TV programming. Under Smith's department will be another new post, manager of combined operations for the WOR Division. Named as manager is Barney Boyle, who was formerly operations head for WOR Radio.

Hollywood Friars Club To Dine Lucy and Desi

From THE DAILY Bureau

HOLLYWOOD, Aug. 21. – The Friars Club, which has raised over $1,000,000 for charity since its organization, will celebrate its 10th anniversary on Nov. 23 with a testimonial dinner honoring Lucille Ball and Desi Arnaz. It will be held in the Beverly Hilton Hotel here, with an anticipated 1,000 in attendance. Proceeds from the affair will be distributed among selected charities.

Committee of Luminaries

Co-chairman of the affair are Harry Karl and Barry Mirkin. They will be assisted by a committee consisting of Jack Benny, Steve Broidy, George Burns, Joe Cooper, Jules Covey, Jerry Geisler, Al Hart, Jules James, Tony Martin, George Murphy, Ronald Reagan, Frank Sinatra and Arthur W. Stebbins.

Daly Changes Time

ABC-TV's nightly news program, "John Daly and the News," will move to a new late-evening time beginning Monday Sept. 15. The program will be seen from 10:30 to 10:45 P.M., EDT, Monday, Tuesday, Thursday and Friday evenings. On Wednesday it will be telecast immediately after the "Wednesday Night Fights."

Who's Where

Gilbert Williams, who won the Gold Medal Award given by the Detroit Ad Club last year for the direction of a Chevrolet commercial, has joined Robert Lawrence Productions as one of its staff directors. For the past seven years Williams has been directing and producing at Van Praag Productions.

☐

Bruce Bryant, general manager of CBS Television Spot Sales, has announced the reassignment of the following executive sales personnel in CBS Television Spot Sales offices, effective Monday: **Arthur C. Elliot,** Midwestern sales manager, becomes Eastern sales manager. **Jack White,** San Francisco sales manager, transfers to Chicago as Midwestern sales manager, while **Richard R. Loftus** becomes sales manager of the San Francisco office, moving from Detroit. **Howard H. Marsh** becomes Detroit sales manager, transferring from the Chicago office where he was an account executive.

☐

The appointment of **Sidney Piermont** as a talent coordinator, CBS Television Network Program Department, New York, was announced by **Hubbell Robinson, Jr.,** executive vice-president in charge of network programs. For the past seven years Piermont has been manager, program talent, National Broadcasting Co.

☐

David A. Harris has been appointed sales account executive for WABC-TV, it was announced by **Joseph Stamler,** WABC-TV sales manager. Harris joins WABC-TV after 3½ years as account executive with H-R Representatives, Inc.

WTOL, Toledo, Is Signed As Affiliate of CBS

Station WTOL-TV, Toledo, Ohio, has signed an affiliation contract with the CBS Television Network, it was announced by Edmund C. Bunker, CBS Television Network vice-president and director, affiliate relations. Representing the Community Broadcasting Company, owners of WTOL-TV, at the signing were Frazier Reams, president, and Thomas S. Bretherton, vice-president.

WTOL-TV, on Channel 11, will become a primary affiliate of the network. Target date for the air debut of WTOL-TV, according to Reams, is Nov. 1, 1958. The antenna and transmitter, Reams pointed out, will furnish maximum height and power under the construction permit. The antenna will be 1,000 feet above terrain and located eight miles southeast of the center of Toledo.

National Pre-Selling

ANNE FRANK's photo, along with a page from her diary written in Dutch, appears on the cover of "Life's" Aug. 18 issue. The Dutch language, being a space saver, has stripped one L from Hollywood. This appears rather quaintly on the cover of "Life."

How Anne Frank lived out her last days has been largely unknown. Now it is told in Ernst Schnabel's book "Anne Frank: A Portrait in Courage." "Life" in the same issue published the highlights of Schnabel's book illustrated with many photos of Anne and her father. "The Diary of Anne Frank" will be released by 20th-Fox at Christmas time.

•

Arthur Knight, who conducts the "SR Goes to the Movies" for "Saturday Review" is so enthusiastic about Stanley Kramer's "The Defiant Ones" that he reviewed this picture ahead of schedule for the July 21 issue. The editors went along with Knight and placed a location photo of Tony Curtis, co-star of the "The Defiant Ones," on the front cover. Knight says "Kramer has boldly and eloquently dramatized what is unquestionably the touchiest problem of our day, the strained relations between Negro and white. 'The Defiant Ones' is a film of which he, the motion picture industry, and every American citizen can be proud."

•

Ingrid Bergman at 42 is the cover girl on "Look's" Sept. 2 issue. "Indiscreet," her most recent release, broke box office records at Radio City Music Hall and in key cities' theatres of the nation. Bill Davidson has written a serial story on Ingrid that starts in the same issue.

Cary Grant told Davidson "that there are only seven movie stars in the world today, whose names alone will induce American bankers to lend money for movie productions; six of the seven are men. The only woman on the list is Ingrid Bergman." And, of course, photos of "The Inn of the Sixth Happiness" help illustrate this interesting and compelling article.

•

Diane Varsi, who appeared in "Peyton Place," "Ten North Frederick" and "From Hell to Texas," is profiled in the September issue of "Seventeen" by Edwin Miller. Just one year out of her teens, the mother of a two-year-old, she is an offbeat personality and a remarkable young actress.

She arrived for the first reading of the part of Allison MacKenzie in "Peyton Place," without makeup, shy a tooth, her hair cropped with a shearing scissors. After seeing her, Mark Robinson went through the motions of asking her to read for the part as a courtesy. However, after the reading he described Diane as "the most gifted young actress he had ever come across —she generates magic."

WALTER HAAS

Producers in the 'Old Tradition'

By FLOYD STONE

Each man has approximately 25 years' experience promoting pictures, each has watched helplessly pictures fail which publicized properly would have succeeded, and now that he and Walter Seltzer for the first time will make their own they will put into it in casting and story editing and especially in post-production promotion the particular talents they've accumulated and which they feel are especial —George Glass said yesterday, at United Artists.

Glass, former newspaperman and publicist for Sam Goldwyn, David Selznick, Stanley Kramer, and others; and Seltzer, former publicist for M-G-M, Columbia, Hal Wallis, Warners, Hecht-Lancaster — beginning Sept. 8 will make, for 57 days at the Ardmore studios outside Dublin, the story of the Irish battle against the British "Black-and-Tans": Reardon Connor's "Shake Hands with the Devil."

'Not a New Kind'

Glass said he and Seltzer feel they represent not a new kind of producer but rather the old, in the tradition, he said, of the showmen such as Goldwyn, Selznick, Wallis, who use all devices of selling, including the most clever and original, and include their own personal appearances. He added the picture should appeal because it has violence and sex, historic and contemporary authenticity, and actors of renown and glamor. Don Murray (at the interview with him), Jimmy Cagney, Dana Wynter, Glynis Johns, all will be stars; and he hopes to obtain Michael Redgrave and several others of the British scene.

The picture may cost $1,600,000, but he feels he can "beat" that. Ardmore has two stages, all facilities; director Michael Anderson ("80 Days" and "The Dam Busters") will use an Irish-English crew. The picture, Glass said, really starts "big" Irish production, and the government is most enthusiastic.

Slight Change Planned

At the same time, he added, he's received "vibrations" officially about *both* female characters being "bad." The book is banned in Ireland, he said, probably for moral context as a whole rather than the particular; but he is inclined to heed studio manager Emmett Dalton's advice they change the first woman from a prostitute into a "girl friend"; he also feels possibly it will strengthen the story. He may make two versions, using whichever is most effective, or one, depending upon conferences on the subject which he holds Monday in London with Seltzer. He continued he's aware the picture politically is touchy, and he doesn't want to take sides. As he sees the interpretation, it is a plea not for factions but for persons almost unwillingly involved, to live happily. Murray, who read the script, not the novel, agreed. Glass also wants director Anderson to avoid the temptation to use the lovely Irish countryside, and concentrate on people.

Nathanson for 'Glamour'

Glass, UA publicity director Mort Nathanson, and Murray with virtually no prompting held a symposium on star exploitation. Murray felt too many producers handle stars roughly, without preparation and understanding, and actors do not necessarily make good speakers. He and Glass agreed on the necessity of timing, variety according to circumstance, and a routine. Nathanson spoke for the necessity of "glamour," and Glass agreed. He advocates the "hero" and "gee whiz" approach, supplying the public with wish fulfillment. As a publicist, he said, he's always been a "typographical dramatist."

WB's 'Dark'

(*Continued from page 1*)

of Brazil, will head a group of high government officials who will attend the showing of the Mervyn LeRoy production, which will be held on Saturday, Aug. 30, at a leading theatre in the Brazilian capital.

The film festival, which is entitled "History of the American Movies," began in June of this year and will conclude on Aug. 30. Highlights of the summer-long festival events include a retrospective of American films, a seminar on motion pictures, and the final week to be devoted to modern American movies.

Heavily Supported

The festival is receiving the support and cooperation of the Brazilian Government, the United States State Department, the New York Museum of Modern Art and the Motion Picture Export Association of America, Inc.

The selection of "Home Before Dark" to climax the festival is a significant honor, carrying with it the permission of the Brazilian Government to raise the regular frozen admission price to a record high for the occasion. Also, special permission has been obtained to present the film in English, without the use of Portuguese subtitles.

Fox Buys 'Streetcar'

(*Continued from page 1*)

prove to be a top money-maker," Harrison said. "We tested the potential of the production on a re-release basis several months ago in Chicago's Loop area at the Surf Theatre with prime results. Our sales force is now mobilized to present 'Streetcar' packaged and ready for top receipts.

Strong Drive Planned

"We plan to give 'Streetcar' a tremendous send-off," the executive continued. "The production will be treated in the same manner as one of our top new releases, with a new advertising and exploitation campaign geared toward the many millions of movie-goers who have come of 'movieage' since the picture was first released."

Goldwyn, Honored in L. A., Sees Toll-TV Inevitable

From THE DAILY Bureau

LOS ANGELES, Aug. 21. – Following receipt of the Los Angele Chamber of Commerce Achievemen Award today for "outstanding servic to his community, home and profe sion," Samuel Goldwyn, at a pres conference on the future of the motion picture business, stated: "Pay-T will definitely be here in the nea future, since you cannot stop progress, and it would make film make try harder."

The producer announced he woul start filming his production of "Porg and Bess" on his 76th birthday, Au 27, and that negotiations are und way for a distribution deal which wi be completed in a matter of week He hopes to present the film in th fall of 1959.

U.S.S.R. Pact

(*Continued from page 1*)

according to Turner B. Shelton, fil chief of the U. S. Information Agenc

Shelton and Kenneth Clark, vic president of the Motion Picture Ass ciation of America, today briefed th independent executives on the bac ground of the cultural exchan agreement, the film provisions, th earlier meetings and the upcomi negotiations.

Clark represented Eric Johnsto who heads the American delegatio but is en route to the West Coast a was unable to attend.

Says All Are Cooperating

All the producers present, Shelt said, either have submitted films f examination by the Soviet delegati or promised to do so.

Only two significant criticisms the film agreement have been voic by some members of the industr Shelton said he told the produce and these can be answered.

On the first, which charged th the prices offered by the Soviet Uni for our films were too low, and th acceptance of such terms would a bad precedent in other countri with which the industry does busine Shelton had this to say:

All free world countries recogni that any transaction with the Sov Union cannot be considered "norma and "in not a single case has a free world country ever used a tra action with the Soviet Union as precedent which should apply to ot countries of the free world."

Prior OK Set, He Says

Shelton had these answers to t second charge, that the Russia would distort our films for propagan purposes: the Soviet Union has asked for any American films whi we considered unsuitable for showi to the Russian people, and also agreed that any editing, dubbing, s titling or other changes "would subject to our prior approval."

All
the News
That
Is News

MOTION PICTURE DAILY

Concise
and
to the
Point

L. 84, NO. 39 NEW YORK, U.S.A., MONDAY, AUGUST 25, 1958 TEN CENTS

ill Alive

ew Circuit ontributions o B-B Arrive

ill Short of Goal But eport Gap Is Narrowed

ome national circuits and others ich were circularized for additional tributions to the all-industry busis-building campaign following the g. 13 meeting of the campaign extive committee have authorized ther payments on their time-paynt contributions in an effort to ke up the minimum required to rt the radio promotion phase of campaign.

he payments to date still leave exhibitor quota about $21,000 rt of the goal, which is $150,000, s production and incidental ex-

(*Continued on page* 6)

egister U.K. Group o Control TV Sales

From THE DAILY Bureau

ONDON, Aug. 24.—FIDO (Film lustry Defence Organisation, Ltd.), up to control the release of feae films to television, has now been mally registered "as a company ited by guarantee without share ital." The original number of mems is 19, each being liable for £1 the event of winding up.

he objects are recorded as: "To

(*Continued on page* 2)

wo WB Sales Managers o Change Headquarters

alph J. Iannuzzi, Warner Bros. stern division sales manager, has ved his headquarters from the comy's home office to its New York hange office at 321 West 44th

(*Continued on page* 5)

elevision Today Page 6

Universal Establishes Four New Regional Sales Zones in Realignment

In a move described by the company as designed to adjust its domestic distribution to the future, Universal is eliminating its home office division managers' setup and is transferring their duties to four new regional sales managers who will maintain their headquarters in the field, Henry H. Martin, domestic sales manager, announced on Friday.

Effective Sept. 6, the company's announcement said, the New York region will be under the supervision of Joseph B. Rosen and will include the New York, Boston, Philadelphia and Washington branches and the Albany and New Haven sales offices, with headquarters here.

Rosen heretofore has been New York branch manager of the organization.

An Eastern region will be headed by P. F. Rosian, who has been district manager headquartering at Cleveland, and will include Chicago, Atlanta, Charlotte, Jacksonville, Indianapolis, Milwaukee, Cincinnati, Detroit, Buffalo, Cleveland and Pitts-

(*Continued on page* 5)

Outline Plans for Cork Film Festival

From THE DAILY Bureau

LONDON, Aug. 22 (By Air Mail). —At a full-scale press conference in the Irish Club here Dermot H. Breen, director of the Cork Film Festival, announced plans for the forthcoming festival to be held in the "friendly City of Ireland" between Sept. 22 and 28.

"Our plan for 1958," said Breen, "and future years is to make our festival into a prestige affair. We still intend to organise competitions for short

(*Continued on page* 5)

MMPTA Members Pay Dues to Compo 100%

A check representing payment of Compo dues by 100 per cent of the membership of the Metropolitan Motion Picture Theatres Association, numbering 225 theatres, was presented over the weekend to Robert W. Coyne, Compo special counsel, by Solomon M. Strausberg, MMPTA president.

Theatres whose dues payments were represented in the check were the Brecher, Century, Fabian, Inter-

(*Continued on page* 5)

Coyne Back to Capital For Tax Bill Signing

Robert W. Coyne, Compo special counsel, will return to Washington today after spending the weekend in New York. He said on Friday he had been advised that the legislation embodying the new $1 Federal admissions tax exemption had not been delivered to the White House in its of-

(*Continued on page* 5)

TOA Volunteers Assistance in Getting New Children's Film Library Started

An offer of Theatre Owners of America's assistance in getting any program started that promises to reactivate the Children's Film Library is made by Ernest G. Stellings, TOA president, in a letter sent to Eric Johnston, president of the Motion Picture Association of America.

The Children's Film Library has been inactive for some time, due to a lack both of new films and money with which to buy new prints. However, Mrs. Margaret Twyman, head of the MPAA community relations department, as part of her duties is charged with a study of the possibility of reviving the library.

Inquiry at MPAA disclosed that while Mrs. Twyman has been exploring means of getting the project in motion again, no plan for doing so has been developed yet. It was stated that the value of the Children's Film Library to exhibition, to community activities and industry public relations is fully appreciated and there is every desire to reactivate the project, "but we just don't know how it can be done."

"There are no pictures available,"

(*Continued on page* 2)

Roundup

Many Film Bills Pending In Congress

May Be Revived in New Session Next January

By J. A. OTTEN

WASHINGTON, Aug. 24. — Though the current Congressional session has passed much legislation of interest to the motion picture industry, many bills have died short of enactment and will undoubtedly be revived in the new Congress convening in January.

Since that is a completely new Congress, the bills must start all over; they don't pick up where they left off this year.

In the finished business category, increased admissions tax relief heads the list. Also on the list are resolutions which successfully forced the Federal Communications Commission to postpone toll television action until after

(*Continued on page* 5)

Ask MPEA Members for Film Titles for Soviet

The Motion Picture Export Association has asked member companies to get up lists of their recent and current films regarded as suitable for sale to the Soviet in connection with the negotiations scheduled to open in Moscow on Sept. 8.

Indications are that the companies are trying to keep the individual lists to a minimum of six to eight, each.

Presumably, independent producers

(*Continued on page* 2)

Amusement Taxes at $15,839,000 in 1958

From THE DAILY Bureau

WASHINGTON, Aug. 24.—Thirty-one states levied amusement taxes in fiscal 1958 and collected a total of $15,839,000 during the year, according to the Department of Commerce.

This compares with $15,086,000 collected in 1957. The amount for both years included selective sales and gross receipts taxes on admission tickets.

PERSONAL MENTION

HAROLD HECHT, of Hecht-Hill-Lancaster, has left New York for London.

•

TOM LOY, press representative for IATSE international headquarters, will return to his office today from a vacation.

•

MORRIS LEVY, president of Eastern Effects, has returned to New York following a six-week Coast-to-Coast trip on business and pleasure.

•

MARK ROBSON, director of "The Inn of the Sixth Happiness," has arrived in New York from Hollywood.

•

BOB BURNETT, of Ideal Pictures, Atlanta, will be married there on Oct. 19 to VICKI WHITE.

•

BERNARD LANG, Hollywood personnel manager, returned to New York from London yesterday via B.O.A.C.

Two 'Ben-Hur' Trailers For TV Promotions

Special to THE DAILY

ROME, Aug. 24.—M-G-M has set plans in motion to produce two six-minute exploitation subjects around the filming of "Ben Hur," to highlight extensive TV promotions in connection with the picture's release, expected to be in late 1959. One short subject will feature Haya Harareet, feminine lead opposite Charlton Heston in "Ben-Hur"; the other will detail training of horses for the film's spectacular chariot race.

Morton Heilig, former NBC cameraman-reporter, has been signed to produce and direct the two subjects. Director William Wyler and producer Sam Zimbalist, as well as others connected with the film, will appear in the shorts.

Six Films Reviewed, Classified by Legion

The National Legion of Decency last week reviewed and classified six films.

Placed in Class A, Section 1, morally unobjectionable for general patronage are "Andy Hardy Comes Home" and "The Lone Ranger and the Lost City of Gold." In Class A, Section 2, morally unobjectionable for adults and adolescents, are "The Curse of the Faceless Man" and "Ride a Crooked Trail." In Class A, Section 3, morally unobjectionable for adults, are "As Young As We Are" and "The Defiant Ones."

TOA Would Assist Library

(*Continued from page 1*)

an MPA spokesman said, "and there is no money for the purpose."

Many of the films formerly in the Children's Library were withdrawn and not replaced when the switchover from nitrate to cellulose film base was made, by depleting the available prints. Many more were withdrawn from the Library when their producers disposed of them to television. Whereas in former years as many as 14 features were added to the Library annually, now "It's lucky if it gets one a year," it was stated.

Not Getting Any from Disney

Walt Disney films, which once were a mainstay of the Library, are no longer available to it, either.

Stellings' letter to Johnston on the subject said in part:

"As I am sure you will recall, T.O.A. has long championed the necessity of cultivating child attendance at movie theatres if our industry is to have future audiences, particularly in view of the competition of other entertainment media. Child audiences are best attracted by special kiddie shows, and the success and continuity of these shows may be directly measured by the availability of suitable product. The present acute shortage of prints for the handful of films actually available out of the great number of films certified for the Children's Film Library, has made presentation of such kiddie shows extremely difficult for the average exhibitor. Lack of titles and prints has severely hampered his approach to Parent-Teacher organizations, school systems, and other community groups in the preparation of any series of children's shows, such as the Summer Vacation Movie plans and the Saturday Matinee children's film series which T.O.A. members have developed.

'Must Ingrain Movie Habit'

"If our industry is to have a prosperous future we must ingrain the movie habit in the youth of our nation and I can think of no more valuable and necessary tool than the Children's Film Library. We therefore heartily approve the current effort, and pledge that T.O.A. stands ready to assist you and Mrs. Margaret Twyman, director of your Community Relations Department, in any manner you ask which would assist in the reconstitution of this program."

Mrs. Twyman has been invited by TOA to address its annual convention to be held at Miami Beach, Oct. 21-25.

Register U.K. Group

(*Continued from page 1*)

promote, further and protect the interests, financial welfare and success of the cinematograph film industry in the United Kingdom, particularly by promoting cooperation between Association of Specialised Film Producers, British Film Producers Association, Cinematograph Exhibitors' Association, Federation of British Film Makers and Kinematograph Renters' Society.

Administrator to Be Named

It is further recorded that the management is vested in a board, the first members of which are: Sir Arthur W. Jarratt, Edward J. Hinge, Frank A. Hoare, Arthur T. L. Watkins, Lord Archibald, James Carreras and Cecil G. Bernstein. Appointment of a full-time administrator is expected to be made shortly.

'Country' Still Big

"The Big Country" continued late last week to pile up top grosses in new engagements in Boston, Dallas and Washington, where first day receipts totalled $13,825. The William Wyler-Gregory Peck production for United Artists release registered $3,990 at the Orpheum Theatre, Boston; $4,020 at the Palace Theatre, Dallas, and $5,815 at the Palace Theatre, Washington.

Detroit Variety Visits Under-Privileged Tots

Special to THE DAILY

DETROIT, Aug. 24.—The crew and other barkers of Tent No. 5 journeyed to Brighton, Mich., recently to visit the Department of Parks and Recreation's Detroit Recreation Camp where Variety Club has sent 150 under-privileged boys and girls for a two-week vacation.

The children are holding a Variety carnival in decorated booths and with props of their own devising.

Rites for Kurt Neumann

HOLLYWOOD, Aug. 24. – Funeral services for Kurt Neumann, 50, director, who died suddenly on Thursday of a stomach condition, at Queen of Angeles Hospital, will be held at 3 P.M. Tuesday at Pierce Brothers Beverly Hills Mortuary. Surviving are his son Kurt, Jr., an assistant director, and daughter Mary Ann. Neumann's wife died July 12.

Edens, Sidney Teamed

HOLLYWOOD, Aug. 24. – Roger Edens and George Sidney have purchased an original story by Alan Marcus temporarily titled "Here Comes the Bride," which they will produce and direct, respectively, under the combined banner of Corona-Sidney Productions for Columbia Pictures.

Lauds Decision to Shift Old Films to Safety Stock

From THE DAILY Bureau

WASHINGTON, Aug. 24. – S
Thomas H. Kuchel (R., Calif.)
congratulated Congress for approv
a $60,000 appropriation for
Library of Congress to transfer
permanent safety film a large num
of early motion pictures, includ
paper prints of early films by Tho
A. Edison.

The appropriation, for wh
Kuchel has been campaigning si
the start of this session, was ad
to a supplemental money bill by
Senate, and has now been accep
by Senate-House conference.

Wide Radio Coverage S For 'Hunters' Premie

Highlights from the benefit wo
premiere of 20th Century-Fox's "
Hunters" here tomorrow night will
beamed throughout the world via
combined facilities of the Ameri
Broadcasting Company, Natio
Broadcasting Company, the Mut
Radio network, Armed Forces Ra
Service and the Voice of America.

Air Force Group to Sponsor

The premiere, to be sponsored
the Air Force Aid Society at the Pa
mount Theatre, will also be pho
graphed by ABC-TV cameras for te
cast later that evening, and by Mov
tonews cameramen for theatre out
throughout the United States, Can
and Hawaii. ABC's eleventh h
news show that night will carry
terviews with each of the attend
entertainment world celebrities, C
gressional Medal of Honor winn
from the Greater New York area,
aces of World War II and the Kor
conflict and high-ranking military
cials from Washington, D. C.

MPEA Members

(*Continued from page 1*)

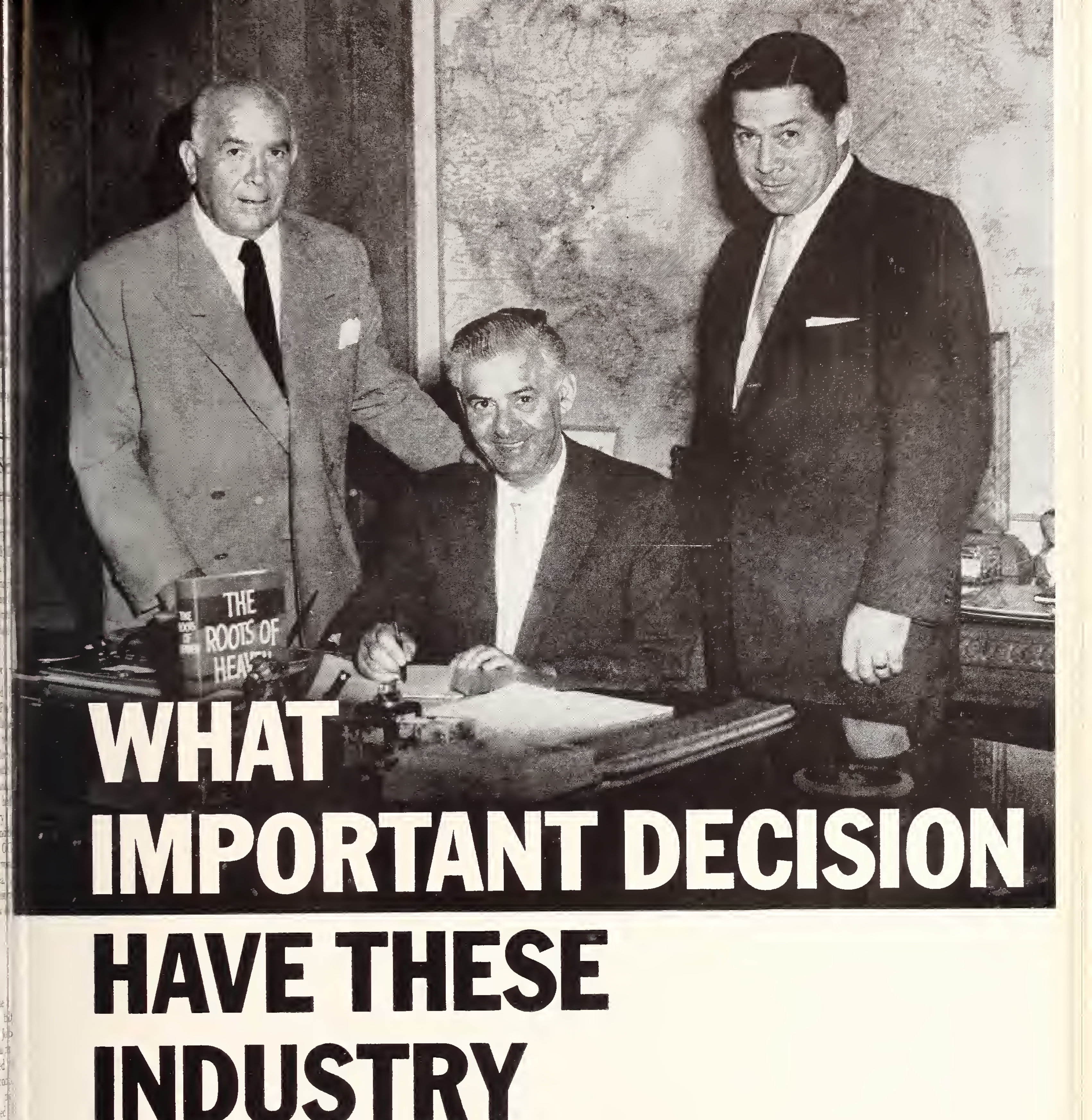
interested in making sales to the
viet also will submit lists of th
pictures deemed suitable. Eric Jo
ston, acting in the capacity of a r
resentative especially appointed
President Eisenhower, will cond
the negotiations in Moscow n
month. He will be accompanied
Turner Shelton of the U. S. Infor
tion Agency.

A special meeting of the MP
board has been set for Sept. 3 fo
discussion of the negotiations.

Georgia Theatre Clos

ABBEVILLE, Ga., Aug. 24. –
Pal Theatre here, owned by
Amusement Co., Vidalia, Ga.,
been closed.

MOTION PICTURE DAILY. Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Floyd E. St
Photo Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager, TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Vin
Canby, Eastern Editors. Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; Telephone HOllywood 7-2145; Washington, J. A. Otten, National Press Club, W
ington, D. C.; London Bureau, 4, Bear St. Leicester Square, W. 2. Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in
principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockef
Center. New York 20, Telephone CIrcle 7-3100. Cable address: "Quigpubco. New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-P
dent and Treasury: Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 times a
as a section of Motion Picture Herald; Television Today, published daily as a part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fame. Entered as se
class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign. Single copies,



WHAT IMPORTANT DECISION HAVE THESE INDUSTRY LEADERS JUST REACHED?

If you know the answer, don't bother to turn to Page 5, Col. 4

MOTION PICTURE DAILY'S BOOKING CHART

	ALLIED ARTISTS	COLUMBIA	M-G-M	PARA.	20TH-FOX	UNITED ARTISTS	UNIV.-INT'L	WARNERS	OTHERS
AUGUST	**CRY BABY KILLER** Jack Nicholson, Carolyn Mitchell **HOT CAR GIRL** Richard Bakalyan, June Kenny **GUNSMOKE IN TUCSON** (CS, color) George Montgomery, Randy Stuart — 79 min. (Rev. 7/28/58) **EVERYBODY ROCK** Terry Dene	**BUCHANAN RIDES ALONE** (color) Randolph Scott, William Leslie—78 min. (Rev. 8/4/58) **TANK FORCE** (CS, color) Victor Mature, Leo Genn — 86 min. (Rev. 8/11/58)	**THE BADLANDERS** (CS, color) Alan Ladd, Ernest Borgnine — 83 min. (Rev. 7/16/58) **THE RELUCTANT DEB** (CS, color) Rex Harrison, Kay Kendall—96 min. (Rev. 8/4/58) **ANDY HARDY COMES HOME** Mickey Rooney — 80 min. (Rev. 7/29/58)	**THE MATCHMAKER** (VV) Shirley Booth, Anthony Perkins — 101 min. (Rev. 5/1/58)	**A CERTAIN SMILE** (CS, color) Rossano Brazzi, Joan Fontaine—106 min. (Rev. 7/30/58) **RX-MURDER** (CS) Rick Jason, Marius Goring — 85 min. (Rev. 8/18/58) **THE FIEND WHO WALKED THE WEST** Hugh O'Brian, Robert Evans — 101 min. (Rev. 8/6/58) **FLAMING FRONTIER** Jim Davis, Bruce Bennett — 70 min. (Rev. 8/12/58)	**THE DEFIANT ONES** Tony Curtis, Sidney Poitier — 97 min. (Rev. 8/5/58) **LA PARISIENNE** (color) Brigitte Bardot — 85 min. (Rev. 6/17/58) **CHINA DOLL** Victor Mature, LiLi Hua — 88 min. Rev. 8/1/58) **IT, THE TERROR FROM BEYOND SPACE** Marshall Thompson — 68 min. (Rev. 8/11/58) **THE CURSE OF THE FACELESS MAN** Richard Anderson — 66 min. Rev. 8/7/58)	**WILD HERITAGE** (CS, color) Will Rogers, Jr., Maureen O'Sullivan — 78 min. (Rev. 6/24/58) **TWILIGHT FOR THE GODS** (color) Rock Hudson, Cyd Charisse — 120 min. (Rev. 7/8/58) **VOICE IN THE MIRROR** (CS) Richard Egan, Julie London — 102 min. (Rev. 5/21/58)	**THE NAKED AND THE DEAD** (CS, color) Aldo Ray, Cliff Robertson — 131 min. (Rev. 7/9/58) **BAD MAN'S COUNTRY** George Montgomery, Neville Brand—68 min. (Rev. 5/26/58)	**NIGHT OF THE BLOOD BEAST** (AIP) Michael Emmet, Angela Greene **SHE-GODS OF SHARK REEF** (AIP) (color) Don Durant, Bill Cord **SCREAMING SKULL** (AIP) Alex Nicol, Peggy Weber **TERROR FROM THE YEAR 5,000** (AIP) Lloyd Costello, Joyce Holden **LISA** (DCA) Maria Schell, O. W. Fischer **SENECHAL THE MAGNIFICENT** (DCA) Fernandel, Nadia Gray
SEPTEMBER	**QUEEN OF OUTER SPACE** (CS, color) Zsa Zsa Gabor, Eric Fleming — 80 min. (Rev. 8/13/58) **NATCHEZ TRAIL** **LEGION OF THE DOOMED** Bill Williams	**THE WHOLE TRUTH** Stewart Granger, Donna Reed —83 min. (Rev. 8/21/58) **GHOST OF THE CHINA SEA** David Brian **SHE PLAYED WITH FIRE** Jack Hawkins, Arlene Dahl—95 min. (Rev. 6/5/58)	**CAT ON A HOT TIN ROOF** (color) Elizabeth Taylor, Paul Newman — 108 min. (Rev. 8/13/58) **DUNKIRK** John Mills, Bernard Lee—113 min. (Rev. 8/21/58)	**THE PARTY CRASHERS** Connie Stevens, Mark Damon **AS YOUNG AS WE ARE** Robert Harland, Pippa Scott	**THE HUNTERS** (CS, color) Robert Wagner, Robert Mitchum — 108 min. (Rev. 8/5/58) **HARRY BLACK AND THE TIGER** (CS, color) Stewart Granger, Barbara Rush **SMILEY GETS A GUN** (CS, color) Keith Calvert, Dame Sybil Thorndike	**GUN RUNNERS** Audie Murphy, Eddie Albert **COP HATER** Gerald O'Laughlin, Ellen Parker — 75 min. (Rev. 8/12/58) **THE BIG COUNTRY** (Technirama, color) Gregory Peck, Jean Simmons — 166 min. (Rev. 8/8/58) **TERROR IN A TEXAS TOWN** Sterling Hayden—80 min. (Rev. 8/21/58)	**ONCE UPON A HORSE** (CS) Dan Rowan, Dick Martin — 85 min. (Rev. 8/8/58) **RIDE A CROOKED TRAIL** (CS, color) Audie Murphy, Gia Scala—87 min. (Rev. 7/23/58)	**WIND ACROSS THE EVERGLADES** (color) Burl Ives, Christopher Plummer — 93 min. (Rev. 8/20/58) **DAMN YANKEES** (CS, color) Tab Hunter, Gwen Verdon	**THE SECRET** (DCA) Sam Wanamaker, Mandy **TIME LOCK** (DCA) Robert Beatty, Lee Patterson **DEFEND MY LOVE** (DCA) Martine Carol, Vittorio Gassman
OCTOBER	**KING OF THE WILD STALLIONS** (CS, color) George Montgomery, Diane Brewster **JOY RIDE** Regis Toomey, Ann Doran **SPEED CRAZY** Yvonne Lime, Brett Halsey **WOLF LARSEN** Barry Sullivan, Peter Graves	**ME AND THE COLONEL** Danny Kaye, Curt Jurgens—109 min. (Rev. 8/6/58) **APACHE TERRITORY** (color) Rory Calhoun, Barbara Bates **KILL HER GENTLY** Griffith Jones, Marc Lawrence	**THE DECKS RAN RED** James Mason, Dorothy Dandridge **TORPEDO RUN** (CS, color) Glenn Ford, Ernest Borgnine	**THE BLOB!** (color) Steven McQueen, Aneta Corseaut **I MARRIED A MONSTER FROM OUTER SPACE** Tom Tryon, Gloria Talbott	**THE BARBARIAN AND THE GEISHA** (CS, color) John Wayne, Eiko Ando **THE LONE TEXAN** Willard Parker, Audrey Dalton **VILLA** (CS, color) Cesar Romero, Brian Keith	**MAN OF THE WEST** (color) Gary Cooper, Julie London **FEAR MAKERS** Dana Andrews, Mel Torme **MENACE IN THE NIGHT** **HONG KONG CONFIDENTIAL** Gene Barry, Beverly Tyler	**RAW WIND IN EDEN** (CS, color) Esther Williams, Jeff Chandler — 89 min. (Rev. 6/22/58) **SAGA OF HEMP BROWN** (CS, color) Rory Calhoun, Beverly Garland—80 min. (Rev. 8/14/58)	**ONIONHEAD** Andy Griffith, Felicia Farr **THE OLD MAN AND THE SEA** (color) Spencer Tracy — 86 min. (Rev. 5/21/58)	**SUBMARINE X-2** (AIP) (Superama) **PARATROOP BATTALION** (AIP) (Superama) **WHITE WILDERNESS** (BV) (color) True-Life Adventure **THE GYPSY AND THE GENTLEMAN** (RFDA) (color) Melina Mercouri, Keith Michell **DANGEROUS EXILE** (RFDA) (VV, color) Louis Jourdan, Belinda Lee

KEY: SYSTEM: CS—CinemaScope; VV—VistaVision

PEOPLE

:ary **Grant** will arrive here from Coast today to start work on the red Hitchcock production, "North Northwest" for M-G-M, and to nd the trade showing Wednesday Paramount's "Houseboat" at the tle Carnegie, he advised Eastern le press reviewers by telephone m Hollywood on Friday. Grant lier had gotten on the phone in llywood to invite West Coast reewers to the trade showing of ouseboat" there last week.

□

Robert **F. Blumofe**, United Artists e-president in charge of West Coast rations, received the American Bar ociation's "Gavel Award" on behalf UA at a special screening of "12 gry Men" last night at the Academy eatre in Los Angeles for delegates the American Bar Association Conition.

□

Iarold E. Newcomb has been cted treasurer and controller of C Vending Corporation, succeeding **nald M. Crawford**, it was anunced by **Benjamin Sherman**, ard chairman. Newcomb was formy with RKO Theatres as comptrol-

ork Film Festival

(Continued from page 1)

ns, because we feel they are often ated as the orphan of the industry, l are too often dismissed as good ng-in time for programmes.

"This, we feel, is rather unfortute, and our intention in promoting mpetitions for the short film is to ess its importance in the fields of ıcation, general knowledge and ove all—entertainment. The feature n section will be devoted to the owing of films of outstanding qualfrom many nations."

St. Finbarr Is Irish 'Oscar'

Entries will include documentary, ucational and animated films. onze statuettes of St. Finbarr will awarded by the jury to the outnding film in each category. The sh "Oscar" will be awarded to the tstanding acting performance in feature film section. President of jury of five will be producer John ierson.

Other highlights of the Cork festil include a retrospective programme Flaherty films presented by Mrs. bert Flaherty and "A Tribute to bert Bresson."

lail 'Big' Promotion

United Artists will mail out 10,000 ecial exhibitor promotion pieces rting this week in connection with William Wyler-Gregory Peck proction of "The Big Country." The omotion piece, measuring 3 feet by feet when it unfolds, points up the ope of the picture and highlights e extensive promotion projects set UA.

Many Film Bills Pending in Congress

(Continued from page 1)

the next session of Congress; a tax revision bill which includes substantial help for small businesses; a bill requiring disclosure of pension plan financing; a four-year extension of the reciprocal trade program; and an increase in U.S. Information Agency appropriations.

Financing Aided

Also completed by this Congress were bills to make the Small Business Administration a permanent agency; set up a new program to provide long-term loans and equity capital more readily for small businesses; and a bill boosting social security tax rates to pay for higher benefits.

Action was not completed on bills to ban toll TV permanently, nor on Administration and Democratic proposals to expand minimum wage coverage to larger theatres and theatre circuits.

Various proposals to toughen the anti-trust laws got lost along the way, including a bill to require large firms to give the government advance notice of their merger plans. Action was started but never completed on bills to settle the long-standing dispute over General Aniline and Film Corp. and other property vested during World War II.

Move to Probe FCC Dead

Lengthy hearings were held but no action taken on a controversial bill to force broadcasting licensees to give up their music publishing and recording subsidiaries. Brief hearings, but no action, characterized a bill to give the FCC power to regulate the television networks directly. A high-powered investigation of the FCC by a House Commerce subcommittee produced many headlines but no legislation, and touched only remotely on film industry licensees in the broadcasting field.

Tax Bills Lost in Shuffle

Tax bills sought by Hollywood guilds got nowhere: one providing for a systematic tax reduction over a five-year period, and the other permitting tax averaging by persons with fluctuating incomes.

All these dead bills will almost certainly be re-introduced in January, and the drive to enact them will start all over.

'U' Sets Up 4

(Continued from page 1)

burgh branches. Rosian will make his headquarters in Chicago.

The new Central region will be in charge of Robert N. Wilkinson, presently district manager with headquarters in Dallas, and will consist, in addition to Dallas, of New Orleans, Oklahoma City, Minneapolis, Des Moines, Omaha, St. Louis, Kansas City and Memphis. Wilkinson will continue to make Dallas his headquarters.

Rose's Territory Enlarged

The new Western region will be supervised by Barney Rose, presently San Francisco district manager, who will continue to make his headquarters there. In addition to San Francisco, his territory will include Los Angeles, Denver, Salt Lake City, Portland and Seattle.

The division managers heretofore assigned to the home office have been P. T. Dana, Eastern, and Foster M. Blake, Western. The company's announcement was silent on their future status and company spokesmen declined to reply to inquiries on the subject.

Won't Shut Any Exchanges

In making the announcement Martin emphasized that no exchanges will be closed in the realignment and that the present booking procedures will continue to be maintained.

Two WB Sales Heads

(Continued from page 1)

Street, it was announced at the weekend.

The company also announced that W. O. "Ollie" Williamson, Jr., Southeastern division sales manager, will move his headquarters from the Warner home office to the company's Atlanta branch office, on Sept. 7.

'Tank' Opens Friday

Columbia's "Tank Force!" will have its first New York engagement at the Brooklyn Fox starting Friday.

Dallas Film Producers Select Title for Short

Special to THE DAILY

DALLAS, Aug. 24. — "Bronco Fury" has been selected as the title for a rodeo featurette in color now being given its final editing by United National Film Corporation of Dallas. President Joe Graham of United National said the selection was made after several suggested titles were submitted to exhibitors who have contracted for the film. The exhibitors were asked to express their preference, and "Bronco Fury" was the overwhelming favorite.

First Film Under the Pact

"Bronco Fury" is the first film produced by United National under a recently signed seven-year contract with Bob Hornberger Productions, Ltd., headed by Dallas investor Robert E. Hornberger. The picture was filmed on location at the famous S-M-S Ranches and at the Texas Cowboy Reunion and Rodeo in Stamford, Texas, and is now being completed in United National's studios here.

Strong Hat Retail Aid For 'Matchmaker' Tieup

Paramount's millinery industry tie-up on "The Matchmaker," the springboard for which was supplied by manufacturers and designers, is getting strong emphasis on the retail level of the hat business as bookings of the film spread throughout the country, the film company reported at the weekend.

Ladies hats inspired by "The Matchmaker" are being received in volume by stores from 20 manufacturers and each hat is identified by a hang-tag. One side of the tag carries star Shirley MacLaine's portrait and the other has the legend: "Inspired by "The Matchmaker," starring Shirley Booth, Anthony Perkins, Shirley MacLaine and Paul Ford—'A Hat is a Matchmaker'."

The Millinery Institute of America has supplied the manufacturers with the hang-tags.

Coyne to D.C.

(Continued from page 1)

ficial form, ready for signing, until last Thursday.

The President has 10 days from receipt of the legislation in which to sign it into law. Thus, conceivably, the signing might not take place before the end of the week.

Coyne plans a post-Labor Day vacation after returning to New York from Washington, where he has been almost constantly for the past several months, engaged successfully in engineering the passage of the ticket tax exemption measure by Congress.

MMPTA Members

(Continued from page 1)

boro, Loew's, Paramount, Radio City Music Hall, Randforce, RKO, Roxy, Rugoff & Becker and Stanley Warner houses. Strausberg pointed out that his organization had given complete financial support to Compo since the latter's beginning in 1950.

THE ANSWER

to the question posed on page 3:

The selection of Darryl F. Zanuck's "The Roots Of Heaven" as the hard-ticket, 10-performances-a-week attraction to follow "The Bridge On The River Kwai" at the RKO Palace Theatre, New York.

Shown, from left, are Spyros P. Skouras, President, 20th Century-Fox; Sol. A. Schwartz, President, RKO Theatres; and Alex Harrison, General Sales Manager, 20th Century-Fox.

Television Today

IN OUR VIEW

THE National Association of Broadcasters has devised a "Code of Conduct for Broadcasting Public Proceedings," which is to be hailed as a forthright, intelligent and wholly worthwhile document. It insists basically on the broadcasters' right to present the news of such meetings, but recognizes the broadcasters' responsibility to remain within the bounds of proper conduct.

•

In his introduction to the printed report of the code, Robert E. Fellows, president and chairman of the board of the NAB, cites a statement from the NAB's Declaration of Principles for Broadcasting the News which notes the dedication of the broadcasters to the public's right to know. Mr. Fellows points out that the code has been formulated finally following intensive study by the NAB's Freedom of Information committee, headed by Robert D. Swezey, executive vice-president of WDSU Broadcasting Corporation, New Orleans. The draft was the work of representatives of the Radio-Television News Directors Association and an NAB staff under the direction of John S. Hayes, president of the Washington Post Broadcast Division.

•

Lawyers were consulted, Mr. Fellows points out.

A brief foreword insists that broadcast newsmen, devoted guardians of the heritage of freedom, of speech and communications, believe the surest way to preserve these freedoms is to exercise them with vigor. But, and this is the vital qualification, "They recognize that the vigorous exercise of freedom must be carried forward with a decent respect for the rights and opinions of others and for the established procedures of public agencies, judicial, legislative and executive."

•

The code itself is divided into two sections, one on public hearings and meetings, and the other on courtroom proceedings. In the first category, the code lays down the principles that all of those engaged in any phase of the operation of this broadcasting of the news shall "conform to the established procedures, customs and decorum of the . . . public places." They will "respect the authority of the presiding officer . . ." It is indicated that coverage will be pooled where that is necessary, that modern techniques will be used for unobstrusive installation and operation of equipment. Commercials, where sponsorship of news coverage is desirable economically, will be in good taste and clearly separated from the news broadcast. Summaries, interviews or commentaries will be held only during recesses or outside the hearing room.

The courtroom rules of conduct insist that the handling of the broadcasting be done in such a way as to preserve dignity and decorum and the proper and fair conduct of the proceedings. All rules of the court are to be followed, under the authority of the presiding judge (with the right to appeal to higher jurisdiction reserved, as it should be). Here again, the code provides for unobstrusive placement and handling of equipment, with little or no movement, forbids commentary during trial. There shall be no commercials, since this is a public service, and broadcast personnel will dress in accordance with courtroom custom.

The rules are sound and sensible, easily understood, clearly defined. The NAB is to be congratulated on the preparation of the code, and the industry in general urged to see to it that the suggested mode of conduct be meticulously adhered to at all times. All of broadcasting will benefit thereby.

—*Charles S. Aaronson*

Douglas Will Star As 'Playhouse' Stalin

Melvyn Douglas has been signed to star as Josef Stalin in "The Plot to Kill Stalin," the premiere 90-minute drama of "Playhouse 90's" third season on the CBS Television Network, Thursday, Sept. 25 (9:30-11:00 P.M., EDT). The announcement that Douglas will portray the Russian dictator ended a lengthy search by producer Fred Coe.

Already cast in co-starring roles, as members of the Soviet Politbureau, are Eli Wallach, E. G. Marshall, Oscar Homolka, Luther Adler and Thomas Gomez. Delbert Mann will direct.

Dunne Appointed CBS Program Executive

Dominick Dunne, formerly executive assistant to Martin Manulis, producer of "Playhouse 90," has been named a program executive for the CBS Television Network, it was announced by William Dozier, vice-president Programs, Hollywood. Dunne, whose appointment becomes effective today, will function directly with Dozier and Guy Della Cioppa, vice-president and program director, on all administrative matters at Television City.

WFIE Buys Library

Purchase of the Trans-Lux Encyclopaedia Britannica Film Library by Station WFIE-TV, Evansville, Ind., was announced by Richard Carlton, sales vice-president of Trans-Lux Television Corporation. The library of some 700 films has been acquired by WFIE-TV for a five-year period, and will start programming immediately.

ABC Announces Disney Series, New Time Period

The new "Walt Disney Presents," a new time period for "The Plymouth Show," starring Lawrence Welk, and a new time period for "Man With a Camera" were announced yesterday by Thomas W. Moore, ABC television vice-president in charge of programming.

Walt Disney will launch a new series for the 1958-59 series on Fridays, 8 to 9 P.M., EDT, effective Sept. 12, sponsored by Reynolds Metals Company, through Buchanan & Company, Inc., and Clinton E. Frank, Inc.; Kellogg Company, through Leo Burnett Company, Inc., and Hills Bros. Coffee, Inc., through N. W. Ayer & Son, Inc.

Plymouth-Chrysler Sponsor

"The Plymouth Show," starring Welk will be presented Wednesdays from 7:30-8:30 P.M. beginning Sept. 10, highlighting teen-age musicians as well as Welk's Champagne Music Maker personalities. "The Plymouth Show" will be sponsored by the Plymouth Division of the Chrysler Corporation through Grant Advertising.

"Man With a Camera," a new adventure-mystery series based on the exploits of a free-lance photographer, will be presented Fridays from 9 to 9:30 P.M. starting Oct. 10, for the Photo Lamp Department of the General Electric Company, through Grey Advertising Agency, Inc.

Circuits, B-

(*Continued from page* 1)

penses. However, a number of la circuits to whom emergency let were sent following the Aug. 13 m ing are still to be heard from.

Campaign officials are hopeful the minimum required can be ra in the next few weeks and the ra campaign started in early October.

Radio-Only Nod Needed

Should the exhibitor minimum contributions be received, howe the next problem would be to ob distributor approval of a campa circumscribed to the radio promo only. The original plan, on which tributors agreed to match exhib cash contributions dollar-for-do called for a $950,000 newspaper c paign and a $150,000 public relat campaign, in addition to the $300, radio promotion.

Some distributors reportedly are posed to limiting the campaign to dio only, feeling that it would only be an affront to newspapers, also would be an unfair gauge which to measure business-buil efforts in the future.

Slated for MPA Board

Abe Montague, co-chairman Ernest Stellings, of the campaign ecutive committee, has agreed to the issue to distributors at an e meeting of the Motion Picture Ass ation board of directors.

BUSY?

Then you appreciate

MOTION PICTURE DAILY's policy of

All the News that Is News . . .

Concise and to the Point

with jealous concern for its reputation of

JOURNALISTIC RESPONSIBILITY.

All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

.. 84, NO. 40 NEW YORK, U.S.A., TUESDAY, AUGUST 26, 1958 TEN CENTS

kes Action

TSE Plea for evised Decree oes to D of J

lsh Sends Convention solution to Att'y.-Gen'l

From THE DAILY Bureau

ASHINGTON, Aug. 25. – Folng up on the resolution adopted he I.A.T.S.E.'s recent biennial conion at St. Louis, Richard Walsh, national president, has written to Department of Justice calling its ation to his organization's petition a reopening of the industry Fedconsent decree, particularly with ect to its modification to permit lucers-distributors to once more and operate theatres, and to per-

(*Continued on page* 7)

na, Blake Resign les Posts at 'U'

eter T. Dana, Universal Pictures apany Eastern sales manager and er M. Blake, Western sales man-, have resigned their posts effec- September 6, it was announced erday. The action follow the com-'s reorganization of its domestic ibution procedures to centralize

(*Continued on page* 7)

ll Named to Head lied Public Relations

Raymond Bell has resigned his year association as public relations utive of Columbia Pictures to ase the presidency of Allied Public tions, Inc., it was announced erday.

olumbia will join Allied's roster

(*Continued on page* 7)

TRADEWISE

on page 2

Television Today

on page 6

UA Reports Net Earnings Gain 11% In First Six Months; Income Also Up

Net earnings of United Artists for the first six months of 1958 were $1,319,000 which was an increase of 11 per cent over $1,196,000 for the same period in the previous year, it was announced yesterday by Robert S. Benjamin, chairman of the board.

The company's gross world-wide income for the first half of the year was $37,453,000 as against $32,498,000 for the same period in 1957.

The six-month net represents earnings of $1.23 per share on the 1,071,397 shares outstanding on June 28,

(*Continued on page* 6)

Goldwyn and Columbia Talk 'Porgy' Deal

Columbia Pictures said yesterday it is negotiating with Samuel Goldwyn for distribution of his "Porgy and Bess," now in production.

At the same time Columbia denied a Hollywood report that the deal was already closed. The report said that the company was advancing $1,500,000 to Goldwyn for prints and advertising and would charge a 19½ per cent distribution fee.

Goldwyn's last picture, "Guys and Dolls," was distributed through M-G-M.

3 States Show Drop in Admission Tax Receipts

Florida, Kansas and Kentucky, the first three states to report their state admission tax receipts for the year ended June 30, 1958, showed combined admission tax income of $2,584,723.75, as compared with $2,879,560.68 in the preceding fiscal year. This was a decline of 10.2 per cent,

(*Continued on page* 7)

UA National Fieldmen To Map Year's Program

A year-long United Artists field promotion program on a scale substantially larger than any annual drive of the past will be mapped in Los Angeles next month when the company holds a national fieldman's convention, Roger H. Lewis, national director of advertising, publicity and exploitation, announced yesterday. The

(*Continued on page* 6)

N. C. Town to Vote On Sunday Showings

Special to THE DAILY

RUTHERFORDTON, N. C., Aug. 25.—A resolution calling for a Sunday move referendum here has been adopted by the Rutherfordton Town Board. The resolution calls for a special election

(*Continued on page* 6)

Ricketson Cites 'Big' Picture As 'Lifeline' of Industry's Future; Hopeful for Small Town Theatres

Special to THE DAILY

KANSAS CITY, Mo., Aug. 25.—The so-called "big" picture will be the future lifeline of the motion picture industry, F. H. Ricketson, Jr., vice-president and general manager of National Theatres, Inc., predicted upon arriving here to attend the annual meeting of Fox Midwest Theatres, Inc., Wednesday and Thursday. The official, along with other executives of National Theatres, also will attend the premiere of the Cinemiracle production, "Windjammer," Thursday at the Missouri Theatre.

"The future of the industry lies in the big picture," Ricketson said. "I mean the production that costs money, a film that employs the finest artists, musicians, photographers and writers. The quickie, or cheaply made movie, may have a place, but the big production—the fine pictures—will be the thing that will save the theatres."

A hopeful note also was sounded by Ricketson for the theatres in small towns. "There always will be a good movie house in a small town," he said. "It has become a sort of a quasi-public institution. Some are leased to churches for Sunday morning services, others are used by merchants for style shows."

Cash Offer

ABPC Makes Bid to Buy Ealing Films

Would Keep Large Library Away from Television

From THE DAILY Bureau

LONDON, Aug. 25. – Associated British Picture Corp. has made a cash offer to acquire the whole of the issued share capital of Associated Talking Pictures, which owns Sir Michael Balcon's Ealing Films, it was learned here today.

If the takeover bid goes through, ABPC will acquire one of Britain's most important existing film production units and also the large stock of old pictures held by Ealing. ABPC, which has pledged itself not to offer any films to television, would thus guarantee that this huge backlog would go into "cold storage."

ABC-TV, a subsidiary of ABPC, had previously sought to acquire the old

(*Continued on page* 3)

See Week's Delay in U.S.-Russian Talks

From THE DAILY Bureau

WASHINGTON, Aug. 25. – Russian-American film talks will probably not get underway in Moscow for a week or more after the presently-scheduled Sept. 8 meeting date.

Motion Picture Assn. vice-president Kenneth Clark said that U.S. officials need additional time to organize their stand. MPA president Eric Johnston will meet with his board of directors probably on Sept. 3 to discuss the coming talks and additional work will

(*Continued on page* 7)

'U' Schedules 29 Short Films in Color

Universal Pictures announced yesterday it will make all of its short subjects for 1958-59 in color with 29 one- and two-reel subjects scheduled.

F. J. A. McCarthy, assistant general sales manager, who supervises the release of the company's short subjects, said plans call for release of eight one-

(*Continued on page* 7)

PERSONAL MENTION

JEFF LIVINGSTON, Universal Pictures Eastern advertising manager, has returned to New York from Europe.

•

DAVE BADER, vice-president of Atlantic Television, is in Hollywood from New York.

•

ARTHUR HORNBLOW, Jr., producer, and MRS. HORNBLOW will return to New York from Europe today aboard the "Queen Elizabeth."

•

JOSEPH WOHL, president of International Film Distributors, will leave here tomorrow for Mexico City.

•

WILLIAM MATTHEWS, vice-president of Young & Rubicam, will leave here at the weekend for Pemaquid Point, Me.

•

LOIS WEBER, formerly of Rogers, Cowan & Jacobs, will leave here on Friday for Madrid as publicity director for Edward Small's forthcoming "Solomon and Sheba."

•

PAUL J. WEXLER, director of operations for Colpix Records, has arrived in Hollywood from New York.

•

PETER GLENVILLE, director, will return to New York from Europe today on the "Queen Elizabeth."

•

TED HARRIS, managing director of the State Theatre, Hartford, has returned there with MRS. HARRIS from a vacation in the South.

•

ROBERT STEVENSON, director, has left New York for London and the Continent.

Files Anti-Trust Suit

An anti-trust action against the major distributors and others, including Comerford Theatres, Inc., was filed in New York Federal Court yesterday by Henrietta C. Sunnees, operator of Sunnees Theatres in Binghampton, N. Y. Complaint asks damages of $450,000 and charges Comerford is favored in first-run availability in Binghampton against plaintiff's Crest Theatre there.

W-K Circuit to Meet

ATLANTA, Aug. 25.—Wilby-Kincey Theatres will hold a managers' meeting here on Wednesday. Chief speaker will be Irving Sochin, general sales manager for Rank Film Distributors of America.

TRADEWISE

By ONLOOKER

HARRY GREENE, Minneapolis drive-in operator, and Russell Tweedy, drive-in theatre construction contractor, have teamed forces, according to an Associated Press dispatch, to improve business by getting rid of daylight an hour or so earlier in the evening. . . . Tweedy says he has applied for patents on his early dusk system and has workmen putting it into effect at Greene's Starlite Drive-In at Grand Forks, N.D. His system, he says, is based on the fact that twilight, which helps the summer day linger a bit longer, is caused by dust particles in the atmosphere which continue to reflect light after the sun is below the horizon. . . . Tweedy's process begins with a wooden shadow-box, painted black, erected around the drive-in screen and extending 29 feet in front of it. The box tapers outward at a 30-degree angle to avoid interfering with the audience's line of vision. A water sprinkler washes away atmospheric dust in the box and to prevent new dust particles from entering, an electrical charge is delivered across the open front of the box. . . . Greene estimated the installation of the system will cost almost $10,000, but is confident it will work and will prove worthwhile in time by extending his ticket-selling time at least an additional hour.

SPEAKING OF DRIVE-INS, a number of those in the Memphis area are confronted with an outbreak of break-ins, that is, non-paying customers of all ages have suddenly taken to attempts to sneak in, by all of the known methods as well as a few new ones. In self-defense, a group of West Memphis drive-in operators has begun to prosecute all offenders who are caught. . . . Several have been arrested and were fined from $25 to 30 days in jail to $100 and 90 days, with the jail sentences in all instances being suspended and some portions of the fines, as well, in others. Manager Robert McKinney of the Sunset Drive-In gives all offenders caught the choice of paying double the admission price or being turned over to police. Says the problem's easing some since he started that. But catching them isn't so easy. It's not like patrolling a line of circus tents to watch for something on all fours trying to crawl under. You have to watch car trunks, unfenced areas in the dark and a great number and variety of other difficult to observe stunts that adults as well as juveniles attempt.

CARL FOREMAN shot two endings for "The Key," one sad—the one used in the picture's opening engagements here; the other, hopeful. The sad one was used in England where the Columbia picture opened first, and was highly successful, so the decision was made to open with that ending here. However, there was a noticeable variation in the picture's performance from one situation to another and the alternate ending was tried experimentally in some with good results. . . . In the first ending, William Holden misses the train that carries Sophia Loren away. In the second, he catches the train. The ending was not changed in any of the engagements where the picture already had opened. But most of the new openings use the happier ending. . . . Columbia says the results thus far still are inconclusive.

EDWIN ROME, the Philadelphia attorney who has been retained by Allied Theatre Owners of New Jersey to advise members on legal rights with respect to trade practices of major concern in their region, was counsel for a group of Philadelphia exhibitors a year ago in an unsuccessful attempt to restrain Paramount from putting its area release plan for "The Ten Commandments" into effect in selected neighborhood and suburban theatres.

Jack Warner's Condition Continues to Improve

Jack L. Warner, president of V ner Bros., is continuing to make cellent progress toward recovery f serious injuries suffered in an a mobile accident near Cannes, Fra three weeks ago, according to latest word received by assoc here.

Expectations are that if his covery continues as at present it be possible to move him from the pital to his nearby Riviera villa few weeks for convalescence, it said.

Daniel Brumfiel Dies; Will Rogers Physicia

Special to THE DAILY

SARANAC LAKE, N. Y., Aug. —Daniel M. Brumfiel, M.D., atten physician at Will Rogers Mem Hospital and Research Laborato died last week at his home here. Brumfiel was a consultant at Rogers since 1928, and in 1954 came attending physician. He is vived by his wife, Katherine Rutl Brumfiel, whom he married in 1

Born in Fayette County, Ind., 20, 1890, Dr. Brumfiel's life was c cated to the study of diseases of chest and heart. He received his degree at Lombard University; masters at the University of Illi his M.D. at Johns Hopkins Univer and his PhD at the Universit Iowa.

C. Russell, Sr. Dies

BANGOR, Me., Aug. 25.—Corn Russell, Sr., pioneer exhibitor Maine, died at his home here. Fur services will take place tomorrow

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Likes Film-Making In Spain; Tells Why

By FLOYD STONE

t·might be difficult but "it would be impossible" for some American ducers to spoil the Spanish scene other picture makers, Martin ch thinks. Spaniards will believe Americans should pay them such ries, and all the years of his cal- ations will have been wasted, he l yesterday before returning to in.

High Respect for the People

He said he's been in Spain four rs now, making a television series t Happens in Spain," which Tele- on Programs of America will re- se this Fall; his own features, "Day Fear," which, he said, Sidney mer of RKO Radio will handle; duction scenes for "Action of the er," "Richard III," "Sinbad," and ny others; importing and exporting ures; and above all, analyzing s, studying peseta exchange, cul- ting political and show business sonalities, using and securing the t studios and camera units—and he ws the Spaniards as few others do. employs them, exclusively, speaks ir language, respects their ability h things technical, their unique ing for the arts in picture making, ir love for film as a medium, and, far, their integrity. He pays them l, he said, in the context of their n economy; and, he continued, in has one of the best social secu- systems. He would pay, for in- nce, to a man 100 pesetas a week, 140 pesetas to social security. He ited specific instances of outbidding big American production units, and erted they will outwit themselves.

Will Film Maugham Work

He intends to make, with his own npany, Somerset Maugham's "Up at Villa," beginning April 30, for weeks, at $2,000,000, with Delbert nn directing, and, he hopes, Ingrid gman or "someone else" he has in d, and Rock Hudson, starring. Also, Apollo Films International, another his companies, in association with n Dowling's Two Cities Investing npany, of California—Charles Gray- 's "Arena," beginning perhaps in e, at $1,400,000. Garyson wrote rbarian and the Geisha," and ttle Hymn," and will write ena's" screenplay. Douglas Sirk, ector of "Battle Hymn" proposed ena" to Two Cities, and may direct. ehart & Co., published, the critics e like the book, and if Gosch and publishing company succeed, all ,000 American tourists in Spain l know about it, Gosch added.

Has Plans for 'Cid'

He also plans "The Cid," a Spanish ssic, about which, he commented, aniards are sensitive, and on which said he had a production lead. has talked to United Artists about tribution and in California about ting, he said. He worked on it ten rs, he declared; he has $225,000 ested and in the warehouse all the armor and costumes. He showed reporters a 186 page script which, he said, had 1,500 location stills, and he added he has official location permits. He averred it would be three hours long, and cost $3,000,000. He'd heard, he admitted, Disney might make it, and said Cy Landau, his attorney, yesterday was to put Disney on notice by letter. He declared "the same thing" would happen to Disney in Spain on such a project as, he claimed, "happened to" the late Mike Todd in attempting to make "Don Quixote."

ABPC in Bid to Buy Ealing

(*Continued from page 1*)

Ealing product when Reginald Baker, Ealing chairman of the board, several months ago proposed to sell 100 films to television interests for around £100,000 ($280,000). Theatre exhibitors immediately protested the Ealing proposal and it was one of the motivating factors leading to the formation of FIDO, the Film Industry Defense Organization, set up to control the release of feature films to TV.

With the introduction of FIDO a halt was brought to the negotiations of ABC-TV to purchase the Ealing library.

ABPC is offering 30 shillings for each Associated Talking 5s. ordinary share. ATP's issued capital is £81,719 ($228,813) in 5s. ordinary shares and the total value of the offer is therefore about £490,000 ($1,372,000).

The directors of ATP, who between them hold or control 171,201 shares (or more than 50 per cent of the issued capital) have undertaken to accept the offer in respect of these holdings and said they "have no hesitation in strongly recommending" shareholders to accept also.

Before the war the shares exchanged hands for pence only, and for most of the post-war period for a few shillings. Recently, the price has advanced strongly; no doubt in anticipation of the present offer. They closed Friday night at 28s.9d.

Large City Admission Prices Drop in Quarter

From THE DAILY Bureau

WASHINGTON, Aug. 25. – Motion picture theatre admission prices in large cities dropped during the second quarter of 1958 for the first time since mid-1956, according to the Bureau of Labor Statistics.

The bureau collects admission price figures in major U.S. cities each three months. The bureau's index showed that admission prices for adults dropped during the second quarter to 36.7 per cent above the 1947-49 average, compared with 39.7 per cent in the first quarter of the year.

Prices for Children Rise

Admission prices for children rose from 26 per cent above 1947-49 average in the first quarter to 28.3 per cent in the second quarter. But the decrease in the adults prices more than offset the increase in the children's prices, and the results was a drop in the combined index figures from 37.8 per cent the first quarter to 36 per cent in the second quarter.

'Wind' Still Strong

Warner Bros.' "Wind Across the Everglades" its continuing its outstanding opening business in its world premiere engagement at the Olympia, Miami; Beach, Miami Beach, and Gables, Coral Gables. The firm did a very big $30,234 combined gross for the first five days, with a $40,000 week indicated. Picture will hold for a second week in each of these Miami area houses.

Northwest B-B Forum Will Start Wednesday

Special to THE DAILY

MINNEAPOLIS, Aug. 25. – The second 1958 meeting of the Northwest Exhibitors Business Building Forum will start off at 9:30 Wednesday at the Radisson Hotel here, announcing Harry Greene, chairman of the board.

First speaker of the afternoon session will be E. R. (Eddie) Ruben, president of Welworth Theatres, who will discuss "a new, exciting approach to saturation campaigns."

The remaining afternoon session will take up the problem of a new advertising campaign and the early winter business building program. Greene will head the advertising end and the Minneapolis branch managers and representatives from the film companies will handle the product portion.

The morning portion of the day's activities will consist of a discussion on day-light saving time, led by Charles Winchell, president of Minnesota Amusements Company.

This problem is called by NWEBBF, "the paramount legislative issue to be faced by our industry at the January session of the state legislature."

N. Y. Visitors Expected

According to Greene, "A spirited, stimulating session is in order. We expect a lot of national attention and some visitors from New York and other cities out of our exchange area."

The saturation discussion comes after a committee, headed by Ruben, received agreements from all major distributors to provide saturation campaigns on certain products to be released during the fall season. To make such saturations possible, extra prints in great quantity compared with normal print numbers will be made available for early playoffs.

According to Greene, each of the major twin cities exhibitors has agreed to follow through with this program wherever the picture falls so that subsequent and out-of-town runs can take full advantage of the extra prints and the complete saturation advertising programs.

...NEWS ROUNDUP

SPG Plans New Awards

The Screen Producers Guild, while continuing its annual program of Milestone and Intercollegiate awards, will make quarterly nominations for outstanding film productions in both the theatrical and TV fields. In addition, special awards will be given in categories to be established. Four films will be chosen each quarter in each category. Of the 16 nominated in each group the membership will vote on the annual award winners. A nominations committee will be named shortly.

■

S. F. Troop to Aid 'Country'

Some 400 of San Francisco's most skilled horsemen tomorrow will parade up Market Street as a feature of the western style premiere of the William Wyler-Gregory Peck production of "The Big Country" for United Artists. Peck will present trophies to those individuals putting on the best show. He is also scheduled for several newspaper and radio-TV interviews.

■

'Windjammer' to Pittsburgh

M-G-M's "Gigi" on Sept. 7 will end a 12-week run at the Warner Theatre, Pittsburgh, and will be followed on Sept. 11 by Louis de Rochemont's "The Windjammer," booking of which will delay the showing of "Cinerama South Seas" at the Stanley Warner house, which has been devoted almost exclusively to Cinerama features during the past several years.

■

V.C. Presents T-Shirts

Detroit Variety Club, Tent No. 5, has supplied T-shirts emblazoned with a barker's head to the 150 underprivileged children currently enjoying camp life. The item proved so attractive that many members requested shirts for their own children, and some even for themselves.

■

Casanave Succeeds Father

The Fred Astaire Dance Studios Corp., headed by the stage and screen star, has elected Charles L. Casanave, Jr., president to succeed his late father, co-founder of the organization. Chester F. Casanave was named executive vice-president and treasurer.

'Decks' Pre-Release Set

Three advance engagement dates have been set on "The Decks Ran Red," new Andrew and Virginia Stone production for M-G-M release. The picture will open Sept. 18 at the Ohio Theatre, Columbus, Ohio, and the Orpheum Theatre, St. Louis. It will open at the State Theatre in Memphis Sept. 25.

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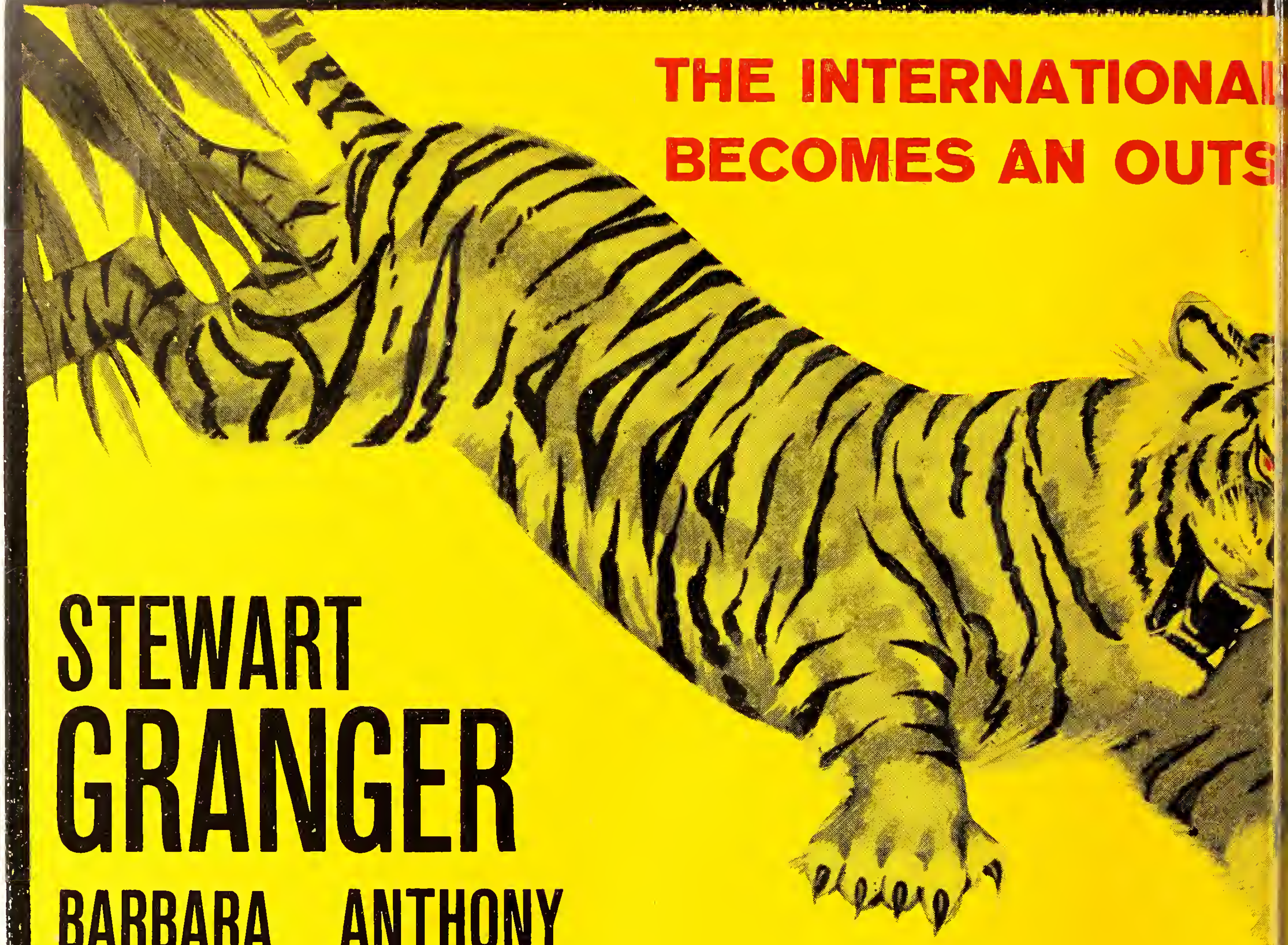
BECOMES AN OUTS



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Screenplay by SYDNEY BOEHM

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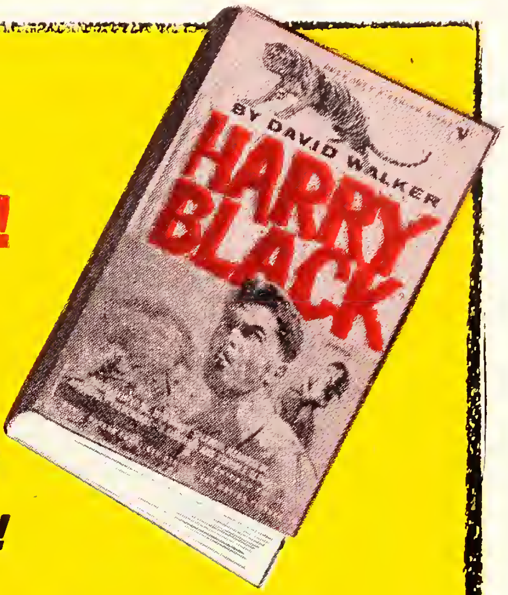

Launched with Sensational World Premiere at Carlton Theatre, London! RAVE REVIEWS! SMASH BUSINESS!

"BEAT SUCH 20th RELEASES AS 'FAREWELL TO ARMS,' 'THE YOUNG LIONS' and 'THE LONG HOT, SUMMER'!" —*Variety*

Plan now to **HOLD THAT TIGER**
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DE LUXE

Television Today

Committee Chairmen for RTES Are Announced

Appointment of committee chairmen for the Radio and Television Executives Society was announced yesterday by Donald H. McGannon, president.

They are as follows: program chairman, Richard M. Pack, Westinghouse Broadcasting Co.; roundtables, Sam Cooke Digges, WCBS-TV; production workshops, Sidney N. Berry, Carlson Co.; time buying and selling seminar, Robert Teter, Peters, Griffin, Woodward, Inc.; public relations, Michael R. Santangelo, WBC; roster yearbook, Edward P. Shurick, Blair TV; tables subscription, Lloyd Venard, Venard, Rintoul & McConnell; and publications, Murray Martin, Communications Counselors, Inc.

'Cimarron City' Series To Star G. Montgomery

The story of a Western city and its people will be told in the full-hour weekly filmed program, "Cimarron City," starting Saturday, Sept 27 (NBC-TV Network, 9:30-10:30 P.M., EDT). George Montgomery will be the regular star, playing Matthew Rockford, mayor and first citizen of Cimarron City, and son of its founder.

Co-stars will be Audrey Totter and John Smith.

Each week there also will be guest stars in the various episodes, which will be self-contained stories. Among those already signed are Fred MacMurray, Dorothy Malone, Glenda Farrell, Linda Darnell, Dean Stockwell, June Lockhart, Gary Merrill, Kathleen Crowley and Larry Pennell.

WBC Names McGredy

Robert M. McGredy has been appointed national television sales manager of the Westinghouse Broadcasting Company, it was announced by Alexander W. Dannenbaum, WBC vice-president sales. McGredy succeeds Tom Judge, resigned.

CBS, Tarafilm Sign to Produce 'Woman' Series

William Dozier, vice-president in charge of Hollywood programming for CBS-TV, has announced a co-production deal between the network and Tarafilm Productions, headed by Maureen O'Hara and Charles B.Fitz-Simons, to produce a new series of half-hour television dramas for the 1959 season, "Woman in the Case."

Actress Will Star

Miss O'Hara will star in approximately one-third of the programs and will present other top women guest stars in the remaining episodes. The series will showcase stories from literature, stage and screen "in which the woman's point of view is paramount," it was said. Series title is based on the book, "The Woman in the Case," by Edgar Lustgarten. Format was created by Quinn Martin.

Schulbergs Sign for 'Everglades' Series

Budd and Stuart Schulberg will produce an adventure program for the Columbia Broadcasting System TV network tentatively titled "Ross of the Everglades." It will depict the adventures of a ranger in the Florida Everglades, where the Schulbergs expect to film much of the program.

Stuart Schulberg will produce the series and Budd will write some scripts and supervise others. The half-hour series is proposed for weekly presentation. A pilot film may be ready by the first of the year.

4 'Ellery' Directors

Four directors have been engaged by executive producer Albert McCleery for his new series, "The Further Adventures of Ellery Queen," starting Friday, Sept. 26 (NBC-TV Network colorcast, 8-9 P.M., EDT). They are Lamont Johnson, Livia Granito, Walter Grauman and Alan Cooke. All of them have directed many shows for McCleery's previous series.

R. Einfeld to Make 3 Pictures This Year

From THE DAILY Bureau

LOS ANGELES, Aug. 25. – Richard Einfeld, president of Whitaker Productions, has taken offices at 468 North Camden Drive, and has set a program of three feature productions this year. The producer-director is currently preparing an Oct. 15 start on "The Man From Hangtree," to be done on location in Phoenix for the Phoenix Film Studios.

At the same time, he has scheduled "Libya," an original screenplay by Einfeld and Eloise May, and "Gold Cargo," which is also an original on which he collaborated with Merrill White.

Pittsburgh Theatres Look for Big Week

Special to THE DAILY

PITTSBURGH, Aug. 25. – Motion picture theatre operators feel that this week should be a good one with lots of new product before the Pirates return on Labor Day to provide competition.

New openings this week include "Cat on a Hot Tin Roof" at the Penn; "Naked and the Dead" at the Stanley; "The Hunters" at the Harris, and "Raw Wind in Eden" at the Fulton.

"The Matchmaker" is doing well at the Squirrel Hill, and the marathon runners, "Gigi" at the Warner and "South Pacific" at the Nixon, are holding up splendidly.

Rank Is Closing Two Canadian Exchanges

Special to THE DAILY

TORONTO, Aug. 25.—Rank Film Distributors of Canada is giving up its Vancouver and Saint John exchanges except for resident sales representation.

The company is also pulling out of the 16mm distribution field, turning it over to Sovereign Films, Ltd., an Empire-Universal subsidiary, which also took on Republic when Rank dropped it on July 1.

The nearest exchanges will look after those areas vacated by Rank, with Montreal shipping for Saint John and Calgary shipping to Vancouver.

Long-time Vancouver branch manager Jack Reid moves into other fields, and sales representative will be Brian Rudston-Brown. Ken Snelgrove will act in that capacity in Saint John.

Western sales will be under the direction of Frank Scott, who had been general manager Frank Vaughan's aide.

Loew's Int. to Handle Disney Films Abroad

Loew's International will distribute a group of ten Walt Disney pictures in selected overseas markets under a deal negotiated with Roy O. Disney, president of Walt Disney Productions, Inc. Six features are involved and four featurettes in the Disney "Peoples and Places" series.

The pictures will be handled by Loew's International in groups in certain territories, including Australia, New Zealand, the Philippines, Puerto Rico, Dominican Republic, Virgin Islands, Peru, Bolivia, and Formosa.

Carolina Town

(*Continued from page* 1)

tion to be held Sept. 27, in which the voters will decide whether the present ordinance forbidding Sunday movies shall be amended to permit the operation of motion picture theatres between 1 and 6 P.M. and after 9 P.M. Sundays.

Officials said the election was set under provisions of the town charter, which required the town board to call a referendum on the subject upon being presented a petition signed by at least 25 per cent of the town's registered voters.

According to Mayor Louis Nanney, such a petition was presented to the board a few days ago by attorney Nat Hamrick, who was acting on behalf of Morris Littman, owner of the Sylvan Theatre in Rutherfordton, and J. E. Haney, operator of the Tri-City Drive-In Theatre between Forest City and Spindale.

The move by Messrs. Littman and Haney follows a similar petition filed by J. W. Griffin, Jr., in Forest City last year asking for permission to show movies during non-church hours on Sunday. However, in Forest City, the vote also included all city recreational operations, and was passed by a narrow margin.

UA Fieldme

(*Continued from page* 1)

meetings will open at the Ambassa Hotel on Sept. 7 and continu through the 10th. Plans are to velop a comprehensive campaign back the $65,000,000 product line that UA will put into release du the next 12 months.

The exploitation push will em an all-time high of 65 UA field covering the U. S. and Canadian ritories.

First Such Confab Since '56

This is the first national gathe of the company's exploitation since 1956, when a conclave was in New York. The agenda comb talks by promotion and administra executives, workshop discussion sions, screenings of forthcoming p uct and meetings with producers publicity representatives.

Max E. Youngstein, vice-presid will head the home office officials ing out to Los Angeles for the vention. With Lewis and exploita manager Mori Krushen, he will d the meetings. Other home office ecutives who will help formulate field promotion program include Goldberg, executive assistant to Le Mort Nathanson, publicity mana Joseph Gould, advertising mana David W. Picker, executive assis to Youngstein; Al Fisher, assistant ploitation manager, and Lige B director of special events.

Coast Men to Attend

Robert F. Blumofe, vice-presi in charge of West Coast operat and Maurice Segal, West Coast licity coordinator, will also partici

United Artists Television will represented by Bruce Eells, exec vice-president, and Ben Halper the TV promotion department.

UA Net Rises

(*Continued from page* 1)

1958. This compares with net earn of $1.11 per share for the first of 1957, after adjusting the s then outstanding to the number standing at June 28, 1958.

Benjamin further reported that ures received to date for the quarter reflect "continuing progr

Para. Mid-East Sales Meetings This Week

A series of Mid-Eastern Div sales conferences will be started week by Hugh Owen, vice-presi of Paramount Film Distributing poration, in Philadelphia, Washin and Pittsburgh.

Owen will leave New York t for Philadelphia, where forthco Paramount releases will be discu with John G. Moore, division ager, and Ulrik F. Smith, branch ager. Owen and Moore will b Washington tomorrow and in burgh on Thursday for meetings respective branch managers Herb lis and Eugene A. Jacobs. Owen be back in New York on Friday.

gentines Allow 35 K. Films Without Tax

From THE DAILY Bureau

ONDON, Aug. 25. – The Board Trade has announced that agreent has been reached between the ited Kingdom and Argentine reding the payment of the Argentine ibition tax on British films.

The Argentine authorities have eed to allow 35 British feature ns, whether dubbed or sub-titled, to exhibited in Argentine without ment of the tax during the twelve nths' period from April 1, 1958, to rch 31, 1959.

oviet Talks

(*Continued from page 1*)

needed after that, according to rk, who will accompany Johnston U.S. Information Agency film ef Turner Shelton on the trip.

Clark said he hopes there will be difficulty in Johnston's getting back time for the British film talks here he end of September.

ell Named

(*Continued from page 1*)

lients, which include Mack Truck, Ballantine and Sons, Allied Van es, Highway Trailer Corporation, erican Snuff Institute and Pan Atic Steamship Lines, among others. l has handled censorship, stockder and governmental relations for umbia and will continue to repret the film firm in those and other as of activity.

Served on Leading Papers

former newspaperman, Bell has ed on the staffs of the "Georgianerican" in Atlanta and the "Detroit nes." He was admitted to the bar Georgia and in the District of Cobia. For many years he was associd with the late Carter Barron as ector of publicity and advertising the Loew's Washington theatres, he was also at one time Eastern licity manager for M-G-M. He left film industry for over six years ing which period he was director public relations for Capital Airlines, served two years as chairman of P. R. advisory committee for the transport industry.

He has won an assortment of rds for his efforts in motion pic- publicity and exploitation.

owell in Pittsburgh

ITTSBURGH, Aug. 25. – Dick vell, who is practically a native , will be returning "home" dnesday to promote his new 20th ntury-Fox film, "The Hunters," due n at the J. P. Harris Theatre. His e, June Allyson, will accompany . Powell was emcee at the local nley and Enright Theatres for a ade before Warner Brothers took to the Coast, where he made his ut in "Blessed Event."

Dana, Blake

(*Continued from page 1*)

sales supervision in four regional sales headquarters. Both men had held their present posts since 1951.

Dana is a veteran of 28 years with Universal, having joined the company in 1930 as a salesman in Albany after holding buyer and booker posts with the Schine Circuit. From 1932 to 1937 Dana was Universal branch manager in Albany; in 1937 and 1938 he was branch manager in Buffalo. In 1938 he was promoted to district manager supervising first Kansas City, St. Louis, Omaha, Des Moines, and then Cleveland, Pittsburgh, Detroit, Albany and Buffalo, being promoted to Eastern sales manager in 1950.

Took Present Post in 1950

Blake is a 20-year veteran with Universal, having joined the company in 1938 as a salesman in Portland. In 1941 Blake was promoted to branch manager in Seattle and in 1943 to branch manager in Los Angeles. In 1946 he was promoted to district manager with headquarters in Los Angeles and in 1950 to Western sales manager with headquarters in New York.

Three States

(*Continued from page 1*)

COMPO reported yesterday as part of its continuing study of state and local admission taxes. None of the three states segregates motion picture admission taxes from other amusement admission tax income.

Florida, which has a 3 per cent state sales tax applicable to motion picture admissions, reported total admission tax receipts of $1,702,404.66 for the year ended June 30, as compared with $1,708,081.00 in the preceding year.

Kentucky, which repealed the state admission tax, effective June 19, reported receipts of $556,393.44, as compared with $813,558.29 in the preceding year.

Kansas showed total admission tax income from amusement parks, dances and theatres of $325,925.65 for the year ended June 30, as against $357,921.39 the year before. The rate of tax was changed from 2 per cent to 2½ per cent as of June 1, 1958. However, only tax at the 2 per cent rate is reflected in the fiscal year report.

Hecht-Hill-Lancaster Sets Four in Britain

From THE DAILY Bureau

LONDON, Aug. 25. – Hecht-Hill-Lancaster Films, currently headquartered here for the filming of Bernard Shaw's "The Devil's Disciple," have scheduled four films for production in British studios in 1959.

First two on the agenda are "The Dreamers"—a Black Magic subject—and James Thurber's "The Catbird Seat." They will be followed by "First Love" and "The Tall Dark Man." All four films will be made for United Artists release.

L. A. Film Row Starts Community Chest Drive

From THE DAILY Bureau

LOS ANGELES, Aug. 25. – Film Row Community Chest solicitors are scheduled to report on Sept. 24 on progress in the campaign to be held among theatre and film personnel in the weeks before the main body of Red Feather workers takes to the field Oct. 19.

At a recent meeting here the film row campaign was outlined by Ike Greenberg, industrialist, chairman of the Commerce and Industry appeal which includes the effort among the more than 300 theatre circuits, theatres and their employees in the film trade.

Appeal by Steve Broidy

At the meeting Steve Broidy, general campaign chairman, told of the emergency faced this year by the 167 Chest health and welfare services. He said the Chest this year must raise at least $1,000,000 more than last to close the gap between need and means. The current campaign goal is $11,200,000.

Greenberg has named M. Spencer Leve, general manager of Fox West Coast Theatres, to lead the theatre group. Sherril Corwin, president of Metropolitan Theatres Circuit, and Al Taylor, president of Paramount Film Distributors Corporation, served as the co-chairman of the kickoff luncheon.

IATSE Plea

(*Continued from page 1*)

mit theatre companies to engage in production.

Copies of the I.A.T.S.E. convention resolution accompanied Walsh's letter to the Attorney Ceneral.

The strongly worded convention resolution was proposed at the St. Louis gathering by New York's Local 306 and won immediate convention support.

The resolution takes the position that a reopening of the Federal antitrust consent decree is required by changed conditions in the industry and that a thoroughgoing revision of the decree would bring about a healthier industry and vastly increased employment within it.

It is understood that Walsh's letter accompanying the resolution urges the Attorney General to give it favorable consideration and invites an expression of his views on it.

'U' Schedules

(*Continued from page 1*)

reel U-I Color Parades, which will include "Brooklyn Goes to Colorado," "Venezuela Holiday," Down the Magdalena," "Round-Up Land," "Safari City," "Island of the Gods," "Travel Tips" and "Road to the Clouds."

Additionally there will be two two-reel color specials; 13 new Walter Lantz color eartunes, and six Lantz color cartune reissues.

Exhibitors of New England
are Invited to Attend
the
27th Anniversary Convention
of
Independent Exhibitors, Inc.
and
Drive-In Theatres Association of New England
Held Again At
Toy Town Tavern . . . Winchendon, Mass.
September 8 & 9, 1958

Reports and Discussions on Various Topics of Interest to Both
Conventional and Drive-In Theatre Operators.
National Allied Figures . . . Industry Leaders
Principal Speaker — Jack Byrne,
General Sales Manager, Loew's, Inc.
Golf Tournaments . . . Door Prizes . . . Screenings
Special Activities for the Ladies
Cocktail Parties . . . Banquet

PLAN TO ATTEND
Send Requests For Reservations Now!!
to
INDEPENDENT EXHIBITORS, INC.
36 MELROSE STREET
BOSTON 16, MASS.

PEOPLE

Jerome M. Evanas, Eastern promotion manager of Universal Pictures, has been reappointed to the faculty of the Baruch School of Business Administration of the College of the City of New York as an instructor in marketing in the evening division.

□

Peter Perakos, Jr., office manager of Perakos Theatre Associates, New Britain, Conn., has been appointed a member of the field committee for Connecticut Congressman Edwin May's November reelection campaign.

□

Joe Solomon, president of Fanfare Films, Inc., Philadelphia, has been appointed by Trans-Lux Distributing Corp. as sales representative for "The Case of Dr. Laurent" in the Philadelphia exchange territory.

□

Col. T. E. Orr and **W. W. Hammond,** Alabama exhibitors, were hosts at a weekend fishing trip to sales executives and salesmen of the Atlanta film exchanges.

□

Myles Connolly, writer of several screen plays, is the author of "Three Who Ventured," a novel which will be published by J. B. Lippincott Co. on Sept. 17.

Permanently Restrain Two Pictures in DeKalb

Special to THE DAILY

ATLANTA, Ga., Aug. 25.—DeKalb Superior Court Judge Frank Guess has made permanent his restraining order against the Glenn Theatre prohibiting the showing of the pictures, "Waster Lives" and "The Birth of Twins." The films had been attacked by solicitor general Richard Bell as "obscene" and "contrary to public morals." The theatre management had contended the films to be "educational."

Hilarion in Detroit

DETROIT, Aug. 25.—Brother Hilarion was in town recently visiting Variety Club and other friends. For seven years he operated Boysville, Macon, Mich., and then went to Dallas, where he took charge of the Dallas Variety Club's Boys' Ranch. Since its closing this year he has been transferred to Austin, Tex.

Mrs. A. D. Belair, 73

WILMINGTON, Del., Aug. 25.—Requiem mass and burial were held today in Indian Orchard, Mass., for Mrs. Anna Deragon Belair, 73, wife of Adelord J. Belair, president of the Rialto Theatre Co., who died last Thursday in the Memorial Hospital, where she had been a patient for five days.

Hazelton, N. D. Businessmen Open Theatre Shut For Two Years; Cite Its Importance to Community

Special to THE DAILY

HAZELTON, N. D., Aug. 25.—The Roxy theatre, closed for two years, has been reopened by local businessmen under the management of Art Fisher. A spokesman said it was a move "brought about by realization of a theatre's importance to a town." Hazelton Merchants will advertise through 15 trailers and will sponsor free Wednesday night shows.

Meanwhile in other upper midwest communities merchants are cooperating in programs with theatres to encourage local citizens to do their trading "at home."

At Northfield, Minn., E. O. Olson's Grand theatre is presenting a series of "happiness" hours for children under 12 on Saturday mornings in cooperation with 48 local merchants. The move is aimed at giving parents more shopping time.

Lisbon, N. D., merchants are sponsoring a series of Wednesday evening free shows at the Scenic theatre, offering the plan as a "trade at home" promotion.

Extension of its cooperation with the Lyric theatre at Seymour, Iowa, from one bank night a week by the Seymour Community club to include additional activities is now in the planning stages, it is reported. The club gave no clue to new theatre activities being set up, but they are reported to include special features for the kiddies.

New Granada Issue Starts Buying Spurt

From THE DAILY Bureau

LONDON, Aug. 23 (By Air Mail).—Following announcement of a new capital issue by Sidney L. Bernstein's Granada Group (Motion Picture Daily, Aug. 19.) and the disclosure that an investment corporation had offered to buy 300,000 of Granada's ordinary shares, a spate of panic dealings in the shares developed on the London Stock Exchange. No official quotation had been granted in the shares. The dealings were made accordingly under a special Stock Exchange rule which permitted them "in anticipation of a request for a quotation."

80,000 Shares Traded

In three days, around 80,000 Granada ordinaries changed hands with the price soaring from 15 shillings to as much as 41 shillings.

Bernstein, who had previously declared that he and his associates would not accept the investment corporation's offer, announced that his board had no intention of applying for an official quotation on the Exchange.

Bernstein also issued a statement that his directors "deplore the speculation that has taken place in the company's shares" and that he and his family "have not directly or indirectly been involved in any of the dealings."

Dealing Halted

The Stock Exchange Council then issued a mandate prohibiting any further dealings in the shares.

The panic dealing had obviously arisen on Granada's television interest. All television shares have been in active demand this week. Associated Television's Ordinaries rose from 163 shillings to 180 shillings. Associated British Pictures, which also operates as a TV programme contractor, found its ordinaries rising by 3 shillings to 31s.3d.

Deal for Cinerama in Theatre at Rotterdam

The Scala Theatre in Rotterdam will open as a Cinerama house sometime in October, it was announced yesterday by B. G. Kranze, vice-president of Stanley Warner Cinerama Corp., who has just concluded a deal with H. Ilmer, owner of the theatre.

The Mayfair Theatre, Auckland, New Zealand, owned by Mike Moodabe, is scheduled to open early in 1959. Moodabe owns and operates 45 theatres as the Amalgamated Circuit throughout New Zealand.

Mid-September Opening

Kranze also said that the equipment for the Plaza Theatre in Sydney, Australia, is being installed for an opening in mid-September. The Plaza Theatre is part of the Hoyt Theatre chain, operated by Ernest Turnbull, managing director.

Mansfield Sets Two In Deal With Warner

Mansfield Productions, Inc., the independent film company formed by Joshua Logan, and Warner Brothers, which have a multiple picture agreement, have selected their first two motion pictures. The initial one will be "Parrish" and the other "Fanny," both to be directed by Logan for Warner release.

Logan will begin working on "Parrish" after staging "The World of Suzie Wong," which is now in rehearsal for Broadway

'Cat' Big in Boston

"Cat on a Hot Tin Roof" in its world premiere engagement at Loew's State, Boston, which opened Saturday grossed $11,280 for the first weekend. The figure was ahead of every M-G-M film that played at the theatre since "Knights of the Round Table" in December, 1953, the company said yesterday.

See Change in Detroit Curfew

Special to THE DAILY

DETROIT, Aug. 25. — Exhi
here have been combatting for a
time a teen-age 10:30 P.M. curf
applied to theatres, based on the
percentage of patronage from
age level. Chances now are exc
that the common council will c
this condition within a few we

Joseph H. Landeau, executive
retary of the Detroit Commissi
Children, with the backing of th
lice Youth Bureau and Women's
sion, said the three organization
not oppose the change.

Favors Teen-Agers

The gesture is also construe
"pat on the back" to juveniles
16 years of age to whom new r
tions would apply, inasmuch as
nile delinquency has droppe
past six months. July figures sho
reduction as 8 per cent appli
boys, 4 per cent to girls.

Midnight curfew for those
17 will remain in force.

Military Officials at 'Hunters' Bow Tonig

Military officials from Washi
D.C., and 16 Congressional Me
Honor winners, including Lt.
J. Doolittle, will join entertai
world personages honoring Air
heroism in Korea tonight whe
Century-Fox premieres "The Hu
for the benefit of the Air For
Society. The charity affair w
held at the Paramount Theatr

Prior to the initial showing
film, the First Air Force Band
Mitchell Field, Long Island, w
semble in front of the Broadway
case to "bring in" the expecte
riad notables. Heading the lis
be Dick Powell, producer-direc
the picture, and his actress-wife
Allyson, General Earle Partridge
mander of the North America
fense Command, Dina Merrill,
Blaine, France Nuyen, Robert
Lee Remick and Tony Randall,
others.

Presentation on Stage

In addition, Powell, on beh
20th Century-Fox, will acce
award from the Air Force Aid S
paying tribute to the film compa
bringing to the American publ
heroic exploits of the Americ
pilot in Korea. The award prese
will take place on the Para
stage.

Barkerettes Meet

DETROIT, Aug. 25.—The st
committee of the barkerettes, w
auxiliary of the Variety Club, m
decided on Sept. 16 as the d
membership meeting for first
election of officers. Election w
low a "desert luncheon," and
will be made for ensuing insta
ceremonies with barkers also
ing.

All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

.. 84, NO. 41 NEW YORK, U.S.A., WEDNESDAY, AUGUST 27, 1958 TEN CENTS

hibitors

ara. Sounded n Sale of ost-'48 Films

laban in Favor; Hopes n Would Set a Pattern

ı exhibitor group, otherwise untified, approached Paramount in the past week with an inquiry erning the company's attitude to-l a possible sale of its post-1948 library, Barney Balaban, Parant president, disclosed at a press erence yesterday.

hey were told that we were very pathetic to their aims," Balaban adding that he hopes the exhibi- succeed in putting their plans to-er. "The exhibitors then would the films," he commented, "and d play them as long as they l or do what they will with them. pe a deal with exhibitors of that

(Continued on page 4)

k D of J Make Probe Video Tape Control

a appeal has been made to the artment of Justice by the Film lucers Association of New York to e a study of possible monopoly es in the rapidly spreading use ape recordings of television prons and promotional material. The

(Continued on page 5)

A, SDIG Hold Meet; lks Will Continue

egotiations between the Film Pro-rs Association and the Screen ctors International Guild have hed a point "where differences e reconciled are not major," Na- Zucker, president of FPA, said

(Continued on page 5)

elevision Today Page 5

'Defiant' Sets 2nd Week Record in Chicago Run

Special to THE DAILY

CHICAGO, Aug. 26. – Stanley Kramer's "The Defiant Ones" is headed for a record high gross of $38,000 for its second week which ends tomorrow night at the Roosevelt Theatre here. The gross is an all time second week high in the 37-year history of the theatre, according to David B. Wallerstein, president of Balaban & Katz.

The United Artists release had its world premiere at the Roosevelt on August 13 and broke all house records for the first week.

Fox 26-Week Earnings Up

20th Century-Fox yesterday reported consolidated earnings of $5,233,009 for the 26 weeks ended June 28. This compares with $4,069,865 for the same period last year.

Earnings for the second quarter this year were $3,085,297 as against $1,898,185 for that period in 1957, the report also disclosed.

The earnings for the 26-week period this year amounted to $2.29 per

(Continued on page 4)

Balaban Sees Great Future

Para. to Go to 20 Top Budget Films

Has 14 This Year; 1959 Program To Include Smaller Budget Films

(Picture on Page 6)

Voicing complete confidence in the future of the industry, Barney Balaban, Paramount Pictures president, told a press conference here yesterday that the company will include in its 1959 release schedule "at least 20 pictures, and hopefully more, in the million dollar-plus category."

These will be augmented by an unspecified number of smaller-budgeted pictures, Balaban said.

He estimated that Paramount will release 14 pictures this year in the over $1,000,000 budget category, by way of comparison, and said the number in that cost range has varied from 14 to 17 over the past four or five

(Continued on page 6)

Prefers Building Sets To Going on Location

By FLOYD STONE

Mark Robson is a director who prefers to build sets rather than shoot on location.

Why? Because it's cheaper.

The man who brought 20th-Fox's "The Inn of the Sixth Happiness" to completion to London, said yesterday at the company's home office he'd scouted much of the Far East, including Hong Kong and Formosa, and what he found he didn't like and couldn't use.

For one thing, nowhere could he

(Continued on page 4)

Showman's Opportunity Is Best Ever: Zukor

Today's rewards for the producers of the right pictures and the superior showmen can be as great or greater than ever before in the industry's history, Adolph Zukor, founder and board chairman of Paramount Pictures, told a press conference at the home office yesterday.

Adolph Zukor

"It's a showman's paradise today," the industry's elder statesman declared. "Big pictures today can bring

(Continued on page 6)

Phillips Writes to Sen. Humphrey

Allied 'White Paper' Called 'Rehash' Of Matters SSBS Disposed of in '56

Allied States' "white paper" is a "substantial rehash" of matters already considered and disposed of by the Senate Small Business subcommittee in 1956, Senator Hubert H. Humphrey, subcommittee chairman, is told in a letter from Louis Phillips, vice - president and general counsel of Paramount Pictures, text of which was released here yesterday.

Louis Phillips

The 18-page letter and two-page appendix, mailed to Sen. Humphrey on Aug. 22, is the first public reaction of a film company or one of its executives to the Allied white paper released last month. There are unofficial indications that copies of the Phillips letter may be distributed to governmental, civic, press and other sources to which the Allied white paper is being addressed.

The Phillips' letter also comments at length on the July report of Humphrey's committee on protection afforded small businesses from anti-trust law violators. The Paramount attorney, citing experiences, asserts that defendants in some anti-trust

(Continued on page 4)

'U' Names Fellerman N. Y. Branch Manager

Harry Fellerman, sales manager in Universal Picture's New York exchange since August, 1956, has been promoted to the post of New York branch manager, it was announced

(Continued on page 2)

PERSONAL MENTION

SPYROS P. SKOURAS, president of 20th Century-Fox, will leave here today for London, where he will confer with **DARRYL F. ZANUCK** on plans for the forthcoming "Roots of Heaven."

•

HERBERT ROSENER, president of Rosener Theatres, San Francisco, has returned to New York from Munich and Frankfort, Germany.

•

DICK POWELL and **JUNE ALLYSON**, his wife, have left New York for Pittsburgh.

•

JAMES J. LARKIN, theatrical sales representative for B.O.A.C., has returned to New York from the Coast.

•

MARK ROBSON, director of "The Inn of the Sixth Happiness" for 20th Century-Fox, will return to Hollywood today from New York.

•

WILLIAM MARSHALL left New York for London yesterday via B.O.A.C.

'Old Man' Prologue Short Awarded Prize

"The Gentleman Burglar," a short subject produced in France in Eastman Color by Celia Films, and recently acquired by Warner Bros., was awarded the Special Jury Prize at the San Sebastian International Film Festival in San Sebastian, Spain.

"The Gentleman Burglar" will be shown as a prologue to the roadshow engagements of Warners' "The Old Man and the Sea," which will have its world premiere at the Criterion Theatre here on Oct. 7.

Peck Hosts Screening

DENVER, Aug. 26. – Gregory Peck, star and co-producer of "The Big Country," has set up a special preview of the United Artists release here for the childrens' ward of the National Jewish Hospital on Thursday. Peck, now in Denver for the upcoming opening of the picture will attend this screening at the hospital and will host a party for the children following the film.

Rhoden to Kansas City

LOS ANGELES, Aug. 26. – Elmer C. Rhoden, president of National Theatres, left here by plane today for Kansas City to attend Thursday's midwest premiere of the Cinemiracle production of "Windjammer" at the Stanley Warner Missouri Theatre.

ACCLAIMED BY AIR FORCE: 20th Century-Fox and Dick Powell, producer-director, were honored at a special luncheon yesterday by the Aviators Post of the American Legion for their production of "The Hunters," a story of American jet pilot heroism in Korea. Spyros P. Skouras (left), 20th-Fox president, received his citation from the Air Force Aid Society from Major General Howard Davidson (ret., second from left). Powell also received a citation from the Air Force Recruiting Service from Major Manuel Fernandez, Korean jet ace (not shown). June Allyson, Powell's wife, is at right. The luncheon was held at the Astor Hotel and attended by motion picture and stage stars and top military officials.

New Art Theatre Will Open Soon in Hempstead

A new theatre which will operate with a foreign film policy will be opened late in September in Hempstead, Long Island. It will be called the Fine Arts and is located on the site of the old Art Theatre there which was destroyed by fire on Jan. 27 this year.

Managing director of the new theatre will be Adolph Herman, and booking will be by Leonard Lightstone of the Island Theatre Circuit.

Designed by Ebersons

The new theatre was designed by architects John and Drew Eberson and constructed at a cost of over $100,000. It seats 494 and is equipped for CinemaScope. Exact date and opening feature will be announced shortly.

'U' Names Fellerman

(*Continued from page 1*)

yesterday by Henry H. Martin, domestic sales manager. Fellerman succeeds Joseph B. Rosen, who has become one of the company's four regional sales managers in a reorganization of domestic distribution procedures.

Fellerman has been associated with Universal since 1939. In 1940, he was promoted to salesman in New York; between 1951 and 1956 he was sales head of the U-I Special Films Division and when that division was discontinued in August, 1956, he returned to the New York exchange as sales manager.

Gottlieb, Frew Resign 'U' District Posts

Manie M. Gottlieb, Universal Pictures district manager with headquarters in Chicago since 1941, and James V. Frew, district manager with headquarters in Atlanta since 1951, have resigned their posts effective Sept. 6. Action follows the company's reorganization of its domestic distribution procedures, with sales supervision to be directed from four regional sales headquarters.

Joined Company in 1924

Gottlieb is a veteran of 34 years with Universal, having started with the company as a sales manager in Des Moines in 1924. Following successive promotions to branch manager in St. Louis in 1926; to branch manager in Cincinnati in 1929; to branch manager in Detroit in 1931, and to branch manager in Chicago in 1938, he was elevated to district manager in 1941.

Frew is a veteran of 20 years with Universal, having joined the company in 1938 as a salesman in Cleveland. He was promoted to sales manager in New Orleans in 1941; to branch manager in Charlotte in 1944, to branch manager in Atlanta in 1948, and to district manager in 1951.

Weitman to Cleveland

ALBANY, N. Y., Aug. 26.–Norman Weitman, manager here for Universal since 1954, has taken over his new duties in Cleveland in the same capacity.

Ernie Ziegler, Detroit salesman, has been transferred to this territory as sales representative.

'Hunters' Makes Bo
In Military Atmosph

A military atmosphere, with e
sis on the Air Force, was the
of the day last night as 20th Ce
Fox's "The Hunters" made its b
the Paramount Theatre here.
Gen. James Doolittle and several
high officers from the Armed
joined with some 16 winners
Congressional Medal of Honor
festive premiere which was hel
benefit for the Air Force Aid S

Arriving notables were sere
by the Air Force Band, which
deployed in front of the theatr

Heading the list of guests
Dick Powell, producer-director
picture, and his actress-wife Ju
lyson, General Earle Partridge,
mander of the North America
fense Command, Dina Merrill,
Blaine, France Nuyen, Robert
Lee Remick and Tony Randall, a
others.

In addition, Powell, on beh
20th Century-Fox, accepted an
from the Air Force Aid Society
ing tribute to the film compan
bringing to the American publ
heroic exploits of the Americ
pilot in Korea. The award presen
took place on the Paramount st

Announcement Toda
On Roxy Manageme

Future plans for the Roxy T
which National Theatres will
at the end of September, will
nounced today by G. S. Eyssell,
ident of Rockefeller Center,
operates the theatre through
sidiary. Announcement will be
at a press cocktail reception
Roxy.

It has been indicated that
feller Center, which operate
Music Hall, will either do the
for the Roxy or lease it to a
company. In either event, Rock
spokesmen have stressed, the
will remain as a motion picture
tre.

Schiffer Leaving W
Will Join Orenstein

George Schiffer has resigned
the legal department of Warne
Pictures to become associated
Harold Orenstein, prominent at
in the entertainment field. Follo
short vacation, Schiffer will be
new assignment on October 1.

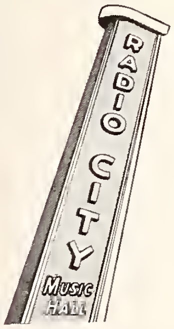
He joined Warner Bros. five
ago, immediately following his
uation from the Harvard Law
A specialist in the entertainmen
Schiffer has lectured on the
and earlier this year addresse
Practicing Law Institute on
picture law.

MOTION PICTURE DAILY. Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Floyd E. Photo Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager, TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Canby, Eastern Editors. Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; Telephone HOllywood 7-2145; Washington, J. A. Otten, National Press Club, ington, D. C.; London Bureau, 4, Bear St. Leicester Square, W. 2. Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Roc Center. New York 20, Telephone CIrcle 7-3100. Cable address: "Quigpubco. New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vic dent and Treasury; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 times as a section of Motion Picture Herald; Television Today, published daily as a part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fame. Entered as class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign. Single copie

M-G-M's "RELUCTANT DEBUTANTE" OFF TO FLYING START! HERE'S "VARIETY's" TIP-OFF:

"DOLLARS FOR 'DEB'!"

"Latest newcomer to show every indication of being a great grosser is M-G-M's 'Reluctant Debutante' — 2nd in the National Box-Office Survey!" — *Variety*



2nd BIGGEST GROSS

for non-holiday in entire history of Music Hall (N.Y.). Entering 3rd week at same record-breaking pace!

ST. LOUIS — "Slick! Big One!" — *Variety*
TORONTO — "Smash newcomer!" — *Variety*
SAVANNAH — Very Big!
LITTLE ROCK — Very Big!
HOUSTON — 2nd Biggest of the Year. Held Over!

Just the First Few! Date the "DEB" for dollars!

*

M-G-M presents REX HARRISON • KAY KENDALL in "THE RELUCTANT DEBUTANTE"
Co-Starring John Saxon • Sandra Dee • Angela Lansbury • Screen Play by William Douglas Home
Based On the Play by William Douglas Home • In CinemaScope And Metrocolor • An Avon Production
Directed by Vincente Minnelli • Produced by Pandro S. Berman

M·G·M
BACK ON
TOP IN
'58!

New 'Orderly' Release Schedule Ready Soon

A new schedule of product set for release from September to the end of the year and also into early 1959 will be issued next month to exhibitors who have endorsed "orderly distribution," it was announced yesterday by Edward L. Hyman, vice-president of American Broadcasting-Paramount Theatres. The schedule will be ready sometime after Labor Day, he said.

Distributors whose product will be included are Allied Artists, Buena Vista, Columbia, Metro-Goldwyn-Mayer, Paramount, Rank Film Distributors, 20th Century-Fox, United Artists, Universal and Warner Bros.

Para. Sounded

(Continued from page 1)

kind could become a pattern for all of the post-'48 libraries."

Exhibitors identified as Theatre Owners of America leaders also conferred with Paramount and one or two other companies last year concerning a plan for purchasing the post-'48 libraries but reportedly lacked the financing necessary, and nothing came of it. Samuel Pinanski, New England exhibitor, is said to be the author of the idea.

No Present Sale Prospect

Balaban said he knew of no present prospect of any post-'48 library being sold to television.

He is as confident as ever that pay-TV will be an important factor in the entertainment world, probably by 1962, and expectedly by closed circuit. He emphasized that Paramount's thinking on the subject always has been with the theatre's best interests in mind.

"Isn't it better that we who know the exhibitors' problems and are anxious to keep the theatre alive should own a home toll television system, rather than interests who are publicly committed to attempt to exterminate the theatre?" he asked.

"We haven't diversified with any thought that motion pictures was not our main business," he said. "Even when we have liquidated non-essential assets, the cash has been used for stock retirement and other purposes that strengthened the company's continuity as a film producer.

Sees Toll-TV Inevitable

"We went into subscription television with the idea of industry continuity in mind. We believe that pay TV will come eventually, that a method of selling entertainment in the home for cash is inevitable. We think we have the right system but if someone comes along with a better one, we'll write ours off. But that won't change the fact that entertainment revenue in the future will come from the home and the theatre. And they'll both provide money for production."

Balaban said he believes the film industry "has found bottom and is beginning to see improvement.

Phillips Hits 'White Paper'

(Continued from page 1)

suits need greater protection under the laws, particularly from racketeering lawyers and over-generous treble damage awards.

Insisting that producers and distributors are doing their utmost to insure that all theatres remain open, Phillips declares that the measures sought by Allied would make it uneconomic for producers to continue to make better pictures and the industry as a whole would be injured if not destroyed.

'Must Be Flexibility'

"If the industry is to survive," he writes, "there must be flexibility and discretion for those who produce and distribute pictures to induce them to risk vast amounts of capital in producing the pictures which the public will want to patronize in large numbers. Unfortunately, however, the Allied leaders are seeking Utopia—low film rentals and the earliest availabilities—without the slightest regard for the enormous costs and risks incurred by the suppliers of great motion pictures.

"The idea of the Allied leaders set forth in the white paper would destroy the incentive for making anything but pictures of low cost (and, in most instances, of low quality) and would sound the death knell of every exhibitor and the motion picture industry as a whole."

Quotes Small-Town Rates

Phillips points out that in demanding specific, inflexible availabilities, Allied leaders ignore the number of prints which would be required, and their cost. Noting that some small town theatres pay as little as $12.50 or $15 in film rental, Phillips says the cost of a black and white print ranges from $175 to $275, and a color print $450 to $1,300, depending on length.

"In many instances," Humphrey was told, "distributors actually lose money in dealing with small accounts. If the distributors were divested of their discretion in making pictures available, and were required to adhere to a frozen system of runs and availabilities without regard to the cost, character or quality of a picture, costs would not be recouped, prints could not be supplied to smaller theatres, production of costly features would become impossible and numerous theatres as well as studios would be compelled to close forever, for few, if any, motion pictures would be made."

Defends Royalty Plan

The letter also asserts that Allied's claim that licensing pictures on a royalty basis amounts to price fixing "is totally lacking in merit." It contends that the royalty basis is common to all American business and to contend that it is illegal "is to advocate the astounding view that every transaction between a manufacturer and a retailer is illegal."

The Allied leaders are charged with inconsistency in that, in the old Paramount Federal anti-trust case, they advocated divorcement of exhibition from production-distribution, then went to the Small Business subcommittee hearings in 1956 and urged integration by seeking permission for the divorced circuits to go into production with preemptive rights. But now the Allied leaders are opposed to the acquisition of any theatres by divorced circuits, Phillips writes.

He adds that in the Paramount case Allied opposed fixed systems of runs and clearances but abandoned that position in the 1956 hearings and now in the white paper seeks the very thing they opposed, regular availabilities right down the line, regardless of the quality and character of the picture.

Sees Costly Films Eliminated

Phillips also contends that if pictures were to be made available as suggested by Allied's white paper, the failure to achieve penetration by word-of-mouth and other means of advertising, plus the number of prints required, would make it impossible to continue production of costly features and would deprive millions of persons of the opportunity to see and enjoy great pictures.

This would be injurious to the small town and suburban exhibitors who benefit from the exploitation of the great pictures in their earlier exhibition in fine theatres and would be ruinous to producers and distributors, as well, Phillips asserts.

In his comments on the Senate small business anti-trust report, Phillips recommends that the anti-trust laws be amended to avoid unfairness in the mandatory awarding of treble damages, by permitting the court to exercise its discretion in making such awards. He also asks that courts be permitted to award counsel fees to innocent defendants in anti-trust cases.

Calls Treble-Damages 'Racket'

Phillips asks that the Senate take cognizance of the racket in the private treble damage action field, and the many abuses of the anti-trust laws by plaintiffs and their attorneys, citing specific instances in substantiation.

SAG Charges GI's Used In TV Filming Abroad

From THE DAILY Bureau

HOLLYWOOD, Aug. 26. — The Screen Actors Guild has asked Congressman Joe Holt to investigate United States Army participation in production in Germany of a series of filmed television programs being telecast under commercial sponsorship in this country. Title of series is "The Citizen Soldier."

The Guild said it has been informed that American soldiers are working in films as actors and as extra players without pay except for $9 a day expenses and that American army equipment is being used free of charge.

Fox Earning

(Continued from page 1)

share on 2,280,386 shares of com
stock outstanding. In 1957 they
$1.54 per share on 2,644,486 sh

Gross income for the first 26 w
of 1958 was $66,078,014 as comp
with $64,276,712 for the period
ed June 29, 1957. Film rentals
the period this year were $61,546,
against $59,535,202 in 1957.

The board of directors yeste
declared a quarterly dividend o
cents payable Sept. 27 to stockho
on record at the close of bus
Sept. 12.

Prefers Building Sets

(Continued from page 1)

get an accurate weather report
Formosa, he suspected it was mil
information. Secondly, the weath
found was too wet. Also, the land
too many palm trees and other t
cal aspects. The story is about N
China.

He looked for a walled city,
cause the script asked one; and
only one he found was in Hong K
and its walls were much too low
it was on flatland. He needed a w
city on a mountain top. Furthe
needed a Chinese town, and als
blow it up, bit by bit, as the stor
velops. He could hardly do tha
cause the residents would objec

Headed for England

Estimating these difficulties an
cost of transporting 125 or so p
12,000 miles, he headed for Eng
for MGM's Elstree studios, an
Welsh mountain. At the first, he
what he said was probably Engl
largest set ever: the Chinese tow
"Wang Cheng." To see it all, h
clared, one needed a helicopte
cost $500,000.

At the Welsh mountain, he
the walled city.

Buddy Adler was executive
ducer, and he the director; bu
handled matters and in effect wa
cal executive. He estimated po
$10,000, possibly more—he "wish
knew"—was spent in phones
cables to Hollywood. And the pi
is expensive, he said: it cost "
millions." It is under the British c

Company president Spyros Sk
visited during the interview and
reporters they were "in the pre
of one of the great directors" and
the picture was one of the finest
ever screened.

Russell Services

BOSTON, Aug. 26.—Funeral
ices will be held here tomorrow
Cornelius (Connie) J. Russell, Sr
at St. Mary's Church. Owner of
theatres in this area, Russell di
Bangor Hospital Sunday. At one
his three theatres were operate
New England Theatres, but mor
cently his son, Cornelius, Jr.,
been handling them. He is sur
by his widow, Jane. his son, a
foster-son, Cornelius J. Sullivan.

Television Today

ot Film on Way Out, ys NTA's Abrahams

By SAMUEL D. BERNS

OLLYWOOD, Aug. 26. – "The of the pilot film is pretty much ," Mort Abrahams executive pro- r for National Telefilm Associates d today at a Beverly Hills Hotel ; conference heralding production he "Third Man" series, starring s Mason.

ting "Third Man" as the first -U.S. television co-production nine months of negotiations, h Felix Jackson will produce, hams said the series exemplifies 's programming philosophy of ng 39 films, independent of secur- preliminary sponsor interest. Said hams:

Sees Sponsors Wary

ilots generally cost up to twice normal cost of the average seg- in the series; and sponsors are aware of 'false' values, top writ- directors and talent which are ng from subsequent average pro- is. Network sponsors now like to everything in advance in the ing competitive medium. This is hier from the producer's point of , since it eliminates sponsor inter- ice on each script."

3C owns British distribution rights NTA owns all other distribution s, including rights to character, ents and the "Third Man" music e. The 39 episodes will cost in s of $1,500,000 and negotiations roducing 20 segments at the 20th- studios starting in mid-November now underway.

ie balance of 19 episodes will be uced at the Shepperton Studios ritish Lion in England and on the inent.

w Ziv Sales Staff eting Here Today

embers of Ziv Television Pro- s, Inc.'s newly created regional division start meetings here to- with James Shaw, sales manager ie national sales department of h the regional sales staff is a part, Edward J. Broman, recently d to the new post of sales man- of regional sales. The group will ss plans for the newly created which will specialize in servic- regional and national spot ac- ts.

oincidentally with the start of the ing, Broman announced the ap- ment of Andrew Jaegar as east- sales manager of the regional op- on. Jaegar joined Ziv in 1955 and been serving on the national sales Previously, he had been vice- dent in charge of sales for kter TV Enterprises.

FPA and SDIG

(Continued from page 1)

at a press conference here yesterday. The two groups held both morning and afternoon sessions yesterday and more meetings are planned.

The SDIG has voted to take strike action after Sept. 5 unless prior to that date it has entered into a collective agreement with FPA. Talks between the two groups have been going on for some seven months.

Smerling, Exhibitor, Buys Radio Station

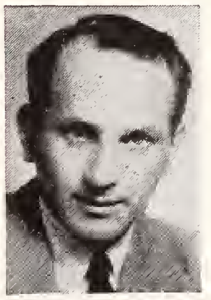
NEWARK, Aug. 26. – Sheldon Smerling, executive vice-president of Eastern Outdoor Theatres, announced today that he has purchased radio station WICO, Salisbury, Maryland, pending FCC approval. A new company, the Beacon Broadcasting Corporation, has been formed with Smerling as president and Bruno M. Kern as vice-president and general manager.

One Man's TViews

By Pinky Herman

THE signing of "The Adventures of Rin Tin Tin" for the fifth ABConsecutive season in TV, (sponsored by the National Biscuit Co.) and produced by Screen Gems, brings back to mind the story of the original "almost human canine," who was found (as a three-day-old pup) in a trench in war-torn France 40 years ago (Sept. 13, 1918) by Lee Duncan. This line of Tin-Tin is worth more than its weight in Gold-gold. . . . Art Rankin back home after a two-month trip to Japan where he telefilmed a series of video-craft puppet cartoons for Paris & Peart. . . . OOps: In Monday's 'Purely Personal' column we had it that Prexy Morris Levy of Eastern Effects had returned from a six-week trip to the coast. In truth M.L. was back from a trip to Europe. . . . Have a quote from the Atlantic City Press:– "Bess Myerson brought with her all the poise and beauty of a Miss America and all the finesse of a seasoned thespian." unquote:– The former Miss America, femcee for the past seven years of the Walt Framer CBSmash TVehicle, "The Big Payoff," starred recently in "Tea & Sympathy" at the Gateway Theatre there. . . . Don Morrow will narrate a new series of TV subjects for the Health Foundation. . . . Ork Pilot Sammy Watkins (opening Sept. 8 at the Statler Hotel in Cleveland for his 18th consecutive season) has cleffed a safety ditty, "Please Drive Carefully" with Helen Caesar which will be used by the National Safety Council. . . . Kathryn Grayson will guestrill Oct. 6 on the "Voice of Firestone," the ABChamp of network musicals. . . . Joe E. Lewis revisits the "Ed CBSullivan Show" Sept. 14. . . .

☆ ☆ ☆



Al Tamarin

But a scant eight months after its formation by the Arthur Krim-Bill Heineman-Max Youngstein trio and masterfully guided by its youthful and dynamic veepee Al Tamarin, United Artists Records has already acquired major status in the music trade. High among the best-selling platters are the Tune Rockers' "Green Mosquito," Lee Andrews & the Hearts' "Why Do I?" and "Elevator Operator" by the Rays. The LP of the "Vikings" original sound track by Hal Schaefer's Orchestra appears to become a standard item. Too, the recent pacting of Morgana King and Diahanne Carroll (latter's initial waxing of "Another Day, Another Sunset" from the UA click, "The Big Country,") augurs a bright future for the newest plattery. . . . Andrew L. Gold, formerly eastern production chief for Warner Bros., a vet cameraman and the son of Alfred E. Gold, (recently retired after 45 years as ace lensman with Movietone News) has joined Transfilm, Inc. as Producer-Director. . . . Bob Foreman's new tome "The Hot Half-Hour" (Criterion Books, Inc.) is "jest about the truth about Madison Avenudniks." Bob knows his subject well, being Veepee and TV-radio chief at BBDO. . . . With five sponsors already signed, the NTA film network will launch the 1958 "Shirley Temple Film Festival" consisting of six Temple flickers in October.

Ask D-J Probe

(Continued from page 1)

Department has promised to look into the subject, Nathan Zucker, president of FPA, said at a press conference here yesterday.

Zucker, Wallace A. Ross, public relations counsel; and Herbert Burstein, counsel, conferred with Robert A. Bicks and Maurice Silverman of the Antitrust Division last week. They told the Department representatives that 35 leading producers of film commercials, programs and documentary films were apprehensive that the vertical integration of network control over broadcast time, outlets, programs, equipment and now advertising messages made on video tape is a threat to independent competition.

They said CBS-TV and NBC-TV are offering videotape facilities to advertising agencies for the purpose of producing commercials, that in one instance an "extraordinarily low rate card was being offered" while in another a special department within the network was offering videotaping of commercials on a basis of "let's see what you have in mind; we'll see what equipment we have free, and will quote you a price."

If patterns of doing business between networks and advertising agencies could become firmly established, independent producers would suffer "irreparable damage," they said.

The FPA representatives proposed that a conference be called between the interested parties and that other groups, including unions, be invited to attend.

The FPA may also take the problem to the Federal Communications Commission, the Federal Trade Commission and Congress committees, Zucker said.

Set Australia Shooting

HOLLYWOOD, Aug. 26. – Hecht-Hill-Lancaster today announced that "The Summer of the Seventeenth Doll," with Anne Baxter, will go into production this November in Australia.

BOAC

The Monarch

The only flight with all de Luxe seats

Everynight, overnight New York to London

Reservations through your Travel Agent or
BRITISH OVERSEAS AIRWAYS CORPORATION
Boston, Chicago, Dallas, Detroit, Los Angeles, Miami, New York, Philadelphia, Pittsburgh, San Francisco, Washington.

Para. Plans 20

(Continued from page 1)

years. He described next year's lineup as "the biggest single year inventory of multi-million dollar productions since Paramount Pictures became a separate entity as a motion picture production and distribution organization."

Greatly expanded merchandising activities are being planned for the increased number of top attractions.

"Paramount's faith in the future of this industry is stronger now than it has ever been," Balaban said. Even though the current transitional period may be more "formidable" than any of several the industry has experienced in the past, Balaban emphasized his "firm conviction" that the outcome will be a "stronger and healthier" industry than ever before.

Points to Evidence

"Recent months have produced evidence that more than justifies this position," he said. "The motion picture never will relinquish its long held place of leadership in the broad sphere of entertainment. I sincerely believe that today the upswing in the index of our industry's business is at hand. We are on our way to a renaissance that can dwarf all the others we have enjoyed following economic dips.

"I now urge that every member of this giant of an industry face the future with confidence and relish for the hard work ahead of us. Our new, greater prosperity is by no means 'around the corner,' and it could remain out of reach if we failed to exercise to the full the business and artistic talents, and merchandising genius that are ours.

'Ready and Eager'

"Paramount is equipped and ready to lend its full force to the upswing—it is ready and eager for the shoulder-to-shoulder push to greater heights of prosperity and entertainment achievement."

Balaban said Paramount is "more active than ever before in our search for box office properties, and for important, independently-made pictures. We are intent on producing and acquiring product and marketing and merchandising it to the full advantage of ourselves and our exhibitor customers."

The Paramount president said Y. Frank Freeman, in charge of the studio, has been informed that there no longer is a rigid production budget; that the company wants to produce what the market and the box office will profitably absorb, and to that end production financing will be provided "until it drains our cash position, at which time we'll let the studio know and borrow more money, if necessary."

Wants His Views Carried Abroad

Balaban said his confidence in the industry's future is so firm that he has asked George Weltner, in charge of distribution, "to personally take my message of faith and confidence to the far corners of the United States and the world." Weltner will meet with company executives and personnel in all Paramount U.S. and Canadian divisional offices, in the Far East, Latin America and Europe. The meetings will include exhibitors, press representatives and other opinion-makers.

Favors B-B Program

Referring to the sales and promotion plans in work for the new product, Balaban said the company "believes firmly in the importance of and the need for the industry sponsored business-building program," but he added "the high objectives of such an effort can only be realized if solidly backed up by product—good product. On that score, Paramount is delivering."

"We at Paramount," he said, "are free of financial and other internal problems. No one is interfering with us. If we don't make the contribution we intend to, it will be our own fault. We're on the way now. We have momentum and are going to keep it. We are in a stable position; we do not have to reach for deals, nor to make doubtful ones."

Itemizes Impressive Slate

He named among the pictures definitely set now for release in 1959 the following:

Cecil B. DeMille's "The Buccaneer"; Norman Panama and Melvin Frank's and Richard Widmark's "The Trap"; Carlo Ponti-Marcello Girosi's "That Kind of Woman"; Clarence Green-Russell Rouse's "Thunder in the Sun"; William Perlberg and George Seaton's "The Rat Race"; Dino De-Laurentiis' "Tempest"; Ponti and Girosi's "Heller with a Gun"; Perlberg-Seaton's "But Not for Me"; Hal Wallis' "Don't Give Up the Ship"; Walter Seltzer-George Glass's "Guns Up"; "The Five Pennies," a Danny Kaye starrer; Y. Frank Freeman, Jr.'s "The Hangman"; Wallis' "Last Train from Gun Hill"; Ponti-Girosi's "The Black Orchid," and Alfred Hitchcock's "No Bail for the Judge."

In addition, there will be another Wallis production starring Jerry Lewis, and four other productions subject to confirmation at this time.

Balaban also listed 14 additional important properties, including DeMille's next, a number of which, he said, will be going into production soon and are likely to be included among the 1959 releases.

Asked about the large number of independent producers represented on the company's roster, Balaban pointed out that essentially all of them are "Paramount producers" and their pictures are "Paramount pictures." The company, he said, provides complete financing, has approval rights and exercises close supervision.

With Balaban at the conference were Adolph Zukor, Weltner, Paul Raibourn, Jerome Pickman, Russell Holman and Martin Davis.

M. P. DAILY

Balaban announces . . . With him at yesterday's meeting with newsmen, Paul Raibourn, Adolph Zuko George Weltner

Zukor Against, Balaban Undecided on W.C. Shift

Adolph Zukor, Paramount board chairman, voiced strong sentiments at a press conference yesterday against transferral of home office functions to Hollywood, but Barney Balaban, president, implied he is open to conviction.

Zukor, industry veteran, who has functioned on both coasts, said: "People are in one line of business in Los Angeles. New York is a cosmopolitan center, where you are constantly aware of literary, theatrical and world developments. You are in touch with new talent and their works, both literary and dramatic, and you are aware of trends and of public tastes.

"If all of your operations were in Hollywood you would become ingrown. Economic necessity is the only excuse for moving your home office to the studio."

Concedes Economics Vital

Balaban agreed that economic pressure could be the deciding factor but said he was undecided and would watch any experiments made in that direction with great interest.

"I wouldn't want to make the move if it meant some nominal saving at the cost of the advantages Mr. Zukor mentioned that a base in New York affords. But at the moment I don't know the answer."

Showmansh

(Continued from page 1)

out more people than ever bef

He referred to the many through which the industry has p and conceded that in the mid some of them "We often didn't the answers." But, he continue always believed that in spite of e thing, even the advent of telev that if you can give the public pictures nothing will prevent you doing good business. The publi ways smells out the good ones will leave everything, including television sets, to go to see then

'Better Future Today Than E

"I am convinced that we ha better future today than ever bef he said. "And we at Paramoun fortunate in having a younger ge tion with us that is enthusiastic forward-looking."

Zukor recalled that 30 years when some of Paramount's then ing stars left the company, many dicted it was the end of Param Zukor said at the time the com did not depend on a few indivi and would build new stars and w continue. "History repeats itself said. "We overcame adversity went on to better days. That's Paramount is doing today."

Telemeter Debut 6 Month To 1 Year Away: Raibour

Plans for the first community eration of Paramount's Telemeter TV system, originally planned fo this year or early next, will not for another six months to a year, Raibourn, Paramount vice-presi told a press conference yesterda

The operation requires car planned programs and the parti tion of theatres, arrangements for of which are requiring more time originally estimated, Raibourn sa

All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

L. 84, NO. 42 NEW YORK, U.S.A., THURSDAY, AUGUST 28, 1958 TEN CENTS

)ITORIAL

otion Pictures Are usiness of Para.

By Sherwin Kane

ERHAPS the most significant news to come out of Barney Balaban's press conference, reported in e columns yesterday, was the amount president's unqualified as- ion that motion picture production distribution is and will continue e the company's main business.

one of its corporate diversification ecent years was undertaken with thought that it would supplant ion pictures as the mainstay of amount, he told his questioners, even in the liquidation of what e considered to be non-profitable ts, the company turned the cash ized into channels which strength- d its cash position.

y doing so, it improved its position motion picture producer.

•

Ionths back, when Paramount dis- ed of its British theatre leaseholds, newsreel operation, its New York ratory, its pre-1948 film library, other assets deemed unprofitable on-productive, many in the trade ned to the belief that Paramount definitely committed to a policy er which motion pictures would a position of secondary import- :.

hey cited the company's diversifi- on, its enthusiasm for its Interna- al Telemeter interest, its numeric- reduced production schedules. alaban's statements of Tuesday oved all grounds for such fears and ulation.

•

is Paramount's strengthened cash tion, referred to above, which has e possible the increased produc- of top-quality films which Bala- announced for 1959. It will be largest number of multi-million ar productions Paramount has re- ed in any year since its 1950 di- ement from its theatres.

nd the company's planning goes beyond 1959. "We have mo- tum now," Balaban said, "and we nd to keep on going forward."

confident is he of the future, he predicts unmatched years of perity lie ahead, not only for his pany but for the entire industry. is expressing that confidence in most convincing way a man can— cting in keeping with it.

D. of J. Sees Little Chance for Action On I.A. Bid for Reopening of Decree

From THE DAILY Bureau

WASHINGTON, Aug. 27.—Justice Department officials indicated there was little likelihood the Department would agree to I.A.T.S.E.'s recent request for a reopening of the industry consent decree.

At its recent convention at St. Louis, I.A.T.S.E. called on the Department to reopen the decree, and particularly to permit producers-distributors to own theatres and to permit theatre owners to make and distribute films.

"There's very little chance that we're about to go into court and ask the court to permit integration again," one Department spokesman declared. He said the Department was not forever wedded to every period and comma in the consent decrees, but

(*Continued on page* 3)

MGA, Majors In Music Pact

From THE DAILY Bureau

HOLLYWOOD, Aug. 27. — Major Hollywood motion picture studios and the Musicians Guild of America reached agreement late today on a collective bargaining contract after months of negotiations.

The new pact, covering approximately 1,200 musicians in the major studios, will become effective on Sept. 3, 1958, and will run for three years and three months, it was announced by Cecil F. Read, MGA chairman, and Charles Boren, Association of Motion Picture Producers vice-president

(*Continued on page* 6)

New England Theatres Hold B-B Conferences

Special to THE DAILY

BOSTON, Aug. 27.—Second in a number of regional meetings being conducted by New England Theatres, Inc., in a new business-building campaign was conducted here yesterday by Martin J. Mullin, president of the circuit. Attending were managers and executives from Massachusetts, Connecticut and Rhode Island theatres operating under the supervision of Robert M. Sternburg and Hy Fine.

On the day before a similar session

(*Continued on page* 6)

'Theatre Time' Theme For Northwest Drive

Special to THE DAILY

MINNEAPOLIS, Aug. 27. — "Take Time for a Good Time. Your Best Time Is Theatre Time" will be the September-to-December theme for members of the Northwest Exhibitors Business Building Forum, it was announced here today as some 300 exhibitors, distributors and industry ex-

(*Continued on page* 6)

Heineman Will Address UA Fieldmen's Meeting

William J. Heineman, United Artists vice-president in charge of distribution, will attend the company's national fieldmen's convention to be held in Los Angeles September 7-10. Heineman will outline the spaced-release distribution program for the

(*Continued on page* 3)

Univ. Promotes Four Regional Sales Heads

Four promotions of regional sales managers of Universal Pictures were announced yesterday by Henry H. Martin, general sales manager, including that of Norman Weitman to sales manager in Cleveland, as reported in MOTION PICTURE DAILY yes-

(*Continued on page* 6)

SAG to Face 3 Problems At Conference Sept. 8-9

From THE DAILY Bureau

HOLLYWOOD, Aug. 27. — The national conference of member delegates and executives of all branches of the Screen Actors Guild will be held here Sept. 8 and 9, it was announced today by John Dales, national executive secretary.

The guild's board and officers will participate in an agenda covering the guild's present governmental structure, inter-relation of the guild's branches, and the video tape situation.

Has 10-Year Lease

Rothafel Will Operate Roxy Theatre Here

Forms New Company; Sets Reopening for Sept. 24

Robert C. Rothafel, nephew of Samuel L. "Roxy" Rothafel, founder of the Roxy Theatre, has become president of the new Roxy Enterprises Corp., which has taken a 10-year lease on the theatre.

Robert Rothafel

Gus E. Eyssell, president of Rockefeller Center, owner of the 5,700-seat theatre, popularly regarded as second only to the Radio City Music Hall, announced the signing of the lease yesterday at a trade and press reception in the theatre's executive suite.

Rothafel told the gathering the theatre will close for a few days following the final performance of "Windjammer" in Cinemiracle on

(*Continued on page* 2)

'Bill' Coleman Dies; Was MGM Publicist 30 Years

Special to THE DAILY

DALLAS, Tex., Aug. 27. — E. B. "Bill" Coleman, dean of M-G-M press representatives until his retirement in January, 1958, died here yesterday at the age of 69. Coleman, who was with M-G-M for 30 years, highlighted his career with his handling of the world premiere of "Gone With the Wind" in Atlanta in 1939. He is survived by his wife, Alice, and a niece, Mrs. Elmer

(*Continued on page* 6)

Television Today

Page 6

PERSONAL MENTION

JOE HYAMS, West Coast publicity director for Hecht-Hill-Lancaster, has returned to Hollywood from New York.

•

RICHARD S. SALANT and LOUIS G. COWAN, vice-presidents of CBS, left here yesterday for Bermuda to attend the convention of network affiliates.

•

ED FELDMAN, of the 20th Century-Fox publicity staff, and MRS. FELDMAN will leave here today for a vacation in Hollywood, his first trip to the Coast.

•

HERB GREENBLATT, general sales manager of NTA Pictures, left here last night for Minneapolis. At the same time, JOE GINS, sales manager, left for Memphis and Cincinnati.

•

LOIS WEBER, publicity director for United Artists "Solomon and Sheba," will leave here today for Europe to set up a four-city press servicing organization for the film.

•

SAMUEL HACKER, industry C.P.A., has arrived in Los Angeles from New York.

•

ED GOLLIN, publicist, has returned to New York following a three-week junket with HAROLD ROBBINS, author-producer of Allied Artists' "Never Love a Stranger."

•

I. S. JOHAR, actor-director-playwright of India, will arrive in New York next week from Europe.

•

CY LANGLOIS, president, and TED ROSEEN, vice-president, of Langlois Filmusic, will leave here today for Hermosa, S. D.

'Barbarian' World Bow Will Aid City College

Twentieth Century-Fox's "The Barbarian and the Geisha" will have its world premiere at the Paramount Theatre here in October as a benefit for students of New York City College. Basil O'Connor, president of the National Foundation for Infantile Paralysis, has been named chairman of the sponsoring committee for the event.

"Barbarian" tells the story of Townsend Harris, America's first consul-general to Japan, and also the founder of City College. The film story was written by an alumnus of City College, Ellis St. Joseph (class of 1932) and features another alumnus, Sam Jaffe (class of 1912) in the cast.

Rothafel Will Operate Roxy

(*Continued from page* 1)

Sept. 21, and that it hopes to reopen on Sept. 24 with Warners' "Damn Yankees" as its first attraction under the new management.

He said that "modern" stage presentations will be restored to the theatre and that a popular price admission policy will be instituted, with a general admission of about $2, with four shows daily.

Will Restore Seats

Rothafel said the theatre will go back to its full seating capacity on conclusion of the "Windjammer" engagement, for which about half its seating was cut off by drapes, utilizing only 2,750 seats. Removal of the drapes is all that is necessary, none of the Roxy's seats having been removed.

Officers of the new company for the interim period of organization in addition to Rothafel are: Leon Brandt, vice-president; Alva D. Shurtleff, treasurer; Ferdinand L. Reinlieb, assistant treasurer, and William R. Fisher, secretary. Brandt is a publicity and advertising executive with many years experience in the industry and with the Roxy. Shurtleff and Reinlieb have been with the theatre almost since its opening. Fisher is an attorney, associated with the law firm of Dwight, Royall, Harris, Koegel & Caskey.

Three Interim Directors

Interim directors are Rothafel, Brandt and Fisher.

Rothafel said at present he owns 100 per cent of the stock of the new company but that he plans to make some of it available to associates and employes. He stated that none of his financial associates are identified with the motion picture or theatre business, but declined to identify them at this time. He specifically denied a published report that members "of the Skouras family" have an interest in the new company.

He did say, however, that the financial associates are affiliated with the amusement industry "and are in a position to help with the stage shows and their exploitation." He said that all of the financing was provided by a bank through his associates. He said they will share in the stock ownership eventually.

Rothafel also said he has in mind an alliance for the future, also not members of the film industry, with a view to strengthening its operations. He said he has avoided recruiting associates from the industry because he wants the theatre to be open to all companies' product. He believes the product supply will be sufficient "to underwrite this venture."

Introduced by Eyssell

Eyssell introduced Rothafel to those attending yesterday's reception. He has been managing director of the Roxy for the past several years for National Theatres, which last year sold it to a subsidiary of Rockefeller Center on a lease-back arrangement for a reported $6,200,000. A few weeks ago, National Theatres announced that it would relinquish the lease as of the close of the "Windjammer" hard-ticket engagement, Sept. 21.

Before coming to the Roxy, Rothafel was with National Theatres in Los Angeles for many years.

When the Roxy was opened under the aegis of the master showman, "Roxy," on March 11, 1927, it was a $9,000,000 project on the former site of a car barn.

Had the deal for independent operation of the Roxy not materialized at this time, Rockefeller Center had planned to operate it, with Russell Downing, president and managing director of the Radio City Music Hall, in charge.

Schine Circuit Slates Mass 'Hardy' Openings

Special to THE DAILY

GLOVERSVILLE, N. Y., Aug. 27. —The Schine Theatre Circuit, consisting of 50 theatres in five states, will open M-G-M's "Andy Hardy Comes Home" during the week of Sept. 14. The circuit is staging a full-scale promotional effort for the first Hardy film in 12 years aimed at attracting the family audience.

Community Promotion Set

Special newsreel footage of Mickey Rooney and former Schine circuit manager Gus Lampe is being shot for the event in Hollywood, in addition to transcribed radio spots directed toward each community in which the film is booked.

Boston, Charlotte, Minn. Win 1st UA Drive Lap

United Artists' Boston, Charlotte and Minneapolis branches have won the three first-place prizes in the first lap of the "Salute To Arthur Krim Drive," it was announced by Robert S. Benjamin, chairman of the board, and William J. Heineman, vice-president in charge of distribution, who are serving as co-captains of the drive. The Boston exchange is managed by Harry Segal, Harold Keeter heads the Charlotte branch and Herbert Buschmann leads the Minneapolis exchange.

The 37-week Krim drive, which ends January 3, will award more than $50,000 in prize money to the winning branches, districts and divisions. The 33 exchanges compete in three groups of equal grossing potential.

To Up Fox Lit. Activit

Twentieth Century-Fox will crease its activity in the acquis and development of literary mat for the screen, in line with the pany's expanded production plan was announced here by vice-presi Joseph H. Moskowitz, prior to departure Tuesday for London.

Highlighting a reorganization expansion program this week was appointment of Archie Ogden to a head the company's story depart in London.

Brown Named Head

Earlier this month, David B was named head of the film pany's studio literary operation Hollywood, while Ted Strauss is of New York literary operat George Marton is the company's literary executive in Paris.

The literary departments in H wood, New York, London and are all under the supervision of kowitz. He will confer with 20th ecutives in Paris and London on quisition of properties and ove production.

Skouras to Get Awar From Italian Gov't.

Spyros P. Skouras, 20th Cen Fox president, who left for Lo yesterday will also go to Paris Rome for conferences with com executives. While in Rome he receive an award from the It government for his service as executive of the film company ar a humanitarian.

Will Meet Belgian King

The award will be made by President of Italy, Giovanni Gro Skouras will also travel to Bru and will meet with ex-King Lec of Belgium.

WB Reissues Big Her

The dual bill of two Warner re-issues, "Arsenic and Old Lace" "The Inspector General," gr $12,000 for the first week at the phony Theatre here, it was annou by Arnold Jacobs, sales manage Dominant Pictures, distributor o films. The pictures will hold fo additional week and possibly lo

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ew Indoor Theatres on se in New Zealand

Special to THE DAILY

WELLINGTON, New Zealand, ıg. 23 (By Air Mail)—On the heels the government's decision to post- ne licensing of drive-in theatres in ew Zealand, a number of projects to nstruct new indoor theatres, which d been deferred, have now been vived. Several of these already in process of construction.

This was revealed in the annual port of the Department of Internal fairs, which also disclosed continu- on of a downward trend in theatre endance. On the other hand, gross missions are higher, and the in- stry seems to be in a "reasonably und economic position," the report tes.

ew Zealand Censors lake Increased Cuts

Special to THE DAILY

WELLINGTON, New Zealand, g. 23 (By Air Mail).—Censors in w Zealand made 641 cuts in 223 ns last year compared with 529 in pictures the year before. This was ise from 32 to 34 in the percentage features which had been subjected some cutting.

Reason for most of the excisions s "violence," a term the censors to cover "dirty" fighting, brutality its own sake, over-emphasis on ing, objectionable treatment of me, physical intimidation, as well unnecessarily gruesome or terrify- material. This category covered 80 cent of all cuts made and was up m the preceding year.

There was also a notable increase the cutting of trailers to promote ning attractions. In the previous ır 195 excisions were made, as com- ed with the current 308.

rt Circuit Seeks wo New Theatres

Special to THE DAILY

COLUMBUS, O., Aug. 27. — The nbrero Theatre in Phoenix, Ariz., l an unnamed theatre in Salt Lake y, Utah, may be the next art ıses to be added to the rapidly- panding circuit of art outlets op- ted by the Art Theatre Guild, Inc., h headquarters here.

Louis Sher, ATG president, said gotiations are underway for acquisi- n of the Phoenix house and pre- inary talks have been held in con- tion with the Salt Lake City thea- . Last week ATG acquired the 450- t world in Columbus from Charles garman. The World, in the Ohio te University district, will be re- ened Sept. 10 after a week's closing redecoration.

With the acquisition of the World, G now controls three of the four lumbus art theatres. The Drexel l Bexley, in suburban Bexley, have and 560 seats respectively, giving F control of 1,760 seats.

Curley Suit Over Col. 'Hurrah' Transferred

Special to THE DAILY

BOSTON, Aug. 27.—A suit filed a week ago in Suffolk Superior Court by former mayor James M. Curley to prevent the showing of the film "The Last Hurrah" has been transferred to the U. S. District Court.

The case was transferred to Federal jurisdiction at the request of the defendant, Columbia Pictures Corp., producers of the film based on the novel by Edwin O'Connor. Curley charges the film is in effect a purported portrayal and biography of himself and that its showing would be an unwarranted invasion of his privacy. He also claims some of the scenes are "defamatory," causing him "humiliation and mental suffering." O'Connell has repeatedly denied that Curley is the Frank Skeffington of his novel.

Hearing Had Been Slated

Following transfer of the suit to Federal Court, it was assigned to Judge William T. McCarthy. A hearing had been scheduled in Suffolk Superior Court today on Curley's application for a temporary injunction to prevent showing of the picture.

Blame Horse Racing for Baseball Gross Decline

Special to THE DAILY

CLEVELAND, Aug. 27. — While theatre owners complain that television has absorbed a large share of their audience, William R. Daley, board chairman of the Cleveland Indians, attributes the drop in Stadium attendance from the 1948 all-time high of 2,620,000 to a probable 600,000 this year to horse racing.

"With seven tracks operating day and night, racing has drained off too many entertainment dollars," he explained as the reason for a possible shift of the Cleveland Indians to another city. Horace Adams, president of Allied States Ass'n., a resident of Cleveland, operates three tracks in addition to his theatres, two in Ohio and one in Kentucky, across the river from Cincinnati.

One Film Started; 5 Finished; 23 Shooting

From THE DAILY Bureau

HOLLYWOOD, Aug. 27.—Production took quite a drop this week with only one picture started and five pictures completed, making a total of 23 pictures in production.

Started was: "Face of the Fire," Mardi Gras Prods. (Allied Artists).

Completed were: "Tonka," Walt Disney Prods. (Buena Vista); "The Trap," Parkwood-Heath Prods., Technicolor (Paramount); "Rally Round the Flag, Boys," CinemaScope, DeLuxe Color (20th Century-Fox); "In Love and War," Jerry Wald Prods., CinemaScope, DeLuxe Color (20th Century-Fox); "I, Mobster," Edward L. Alperson Prod. (20th Century-Fox).

Wald Buys 'Winesburg'; Has 17 Properties Slated

Jerry Wald has purchased the screen rights to Sherwood Anderson's "Winesburg, Ohio," thus bringing the producer a personal all-time high of 17 properties scheduled for production during the remainder of 1958 and 1959.

In buying the Anderson book, the producer also acquired all rights to Christopher Sergel's stage play, which appeared on Broadway last season.

Justice Dept.

(*Continued from page* 1)

that it firmly believed that integration would still bring more problems than it would solve.

The spokesman pointed out that the Department had very recently taken a vigorous position in the New York court insisting that Loew's divorcement go forward on schedule, and that it had also recently turned down a request by National Theatres for permission to distribute films with preemptive rights for its own theatres.

Heineman to Speak

(*Continued from page* 1)

company's forthcoming product. In this connection he will discuss plans for increased liaison between the sales and promotion staffs.

Attending the convention with Heineman, as previously announced, will be Max E. Youngstein, vice-president; Roger H. Lewis, national director of advertising, publicity and exploitation; Fred Goldberg, executive assistant to Lewis; Mori Krushen, exploitation manager; Mort Nathanson, publicity manager; Joseph Gould, advertising manager and Samuel Cohen, foreign publicity manager.

Extra 'Seas' Shows Set

Three special performances of "Cinerama-South Seas Adventure" at the Warner Theatre here have been scheduled for the Labor Day weekend. They are slated for 5:30 P.M. on Saturday, Sunday and Monday, in addition to the usual 2:40 P.M. and 8:40 P.M. showings.

Wanger Buys 'Fall'

PARIS, Aug. 27. — Walter Wanger has secured the screen rights to Nobel prize-winning author Albert Camus' novel, "The Fall" ("La Chute"). He plans to produce it next spring in Paris and Amsterdam.

SLC to See 'Buccaneer'

SALT LAKE CITY, Aug. 27. — A public prevue of "The Buccaneer" will be held tomorrow at the Centre Theatre here. Henry Wilcoxon and his Hollywood crew will be present. The theatre will be sold for one performance only, at regular prices, with tickets going on sale tomorrow morning.

PEOPLE

Floyd Hendrickson, a veteran of 34 years with the M-G-M studio organization, and most recently head of the studio contract department, has resigned to devote his entire attention to personal business interests.

□

Carl Foreman, producer, will be an honored guest this weekend at the Edinburgh International Film Festival, where he has been invited to participate in a film seminar to be attended by producers from all parts of the world.

□

James Bolus, formerly a sales representative for Republic Pictures in Atlanta, has joined Columbia Pictures there as a booker.

□

Robert W. Wieland, assistant to **James L. Cleary**, Mid-Eastern division manager for ASCAP, has been named manager of the Society's Detroit office.

□

David "Skip" Weshner has been appointed producer's representative for "Man of the West," A Walter M. Mirisch production and an Ashton Picture, to be released by United Artists.

□

James Clark and **Frank D. Jones** have taken over the Roana and Family drive-in theatres at Harriman, Tenn.

Col. 'Porgy' Talks Are Suspended Temporarily

Columbia's negotiations for distribution of Samuel Goldwyn's "Porgy and Bess," which were near to the closing stage in Hollywod earlier this week, have been suspended temporarily.

Abe Montague and Paul Lazarus, Jr., Columbia vice-presidents, who participated in the talks, have returned to New York. However, a press conference which Montague had set for yesterday afternoon, ostensibly to announce the deal, was cancelled without a new date being set.

'Debutante' $186,000 In 2d Music Hall Week

Gross for the second week of M-G-M's "The Reluctant Debutante" at Radio City Music Hall was estimated yesterday by Russell Downing, president of the theatre, at $186,000, continuing the torrid pace the picture set in its first week with $192,000. Latter was the second best non-holiday week in the theatre's history.

Capitol Books 'Dunkirk'

"Dunkirk," Michael Balcon-Ealing Production released by M-G-M, will be the next attraction at the Capitol Theatre here.

When it's

ime for
change . . .

ictures are a real "lifesaver" for
ɔung parents. Each week millions
them get a needed change of
ıce by taking in a show. It's the
ıtural thing to do. *And—the better
e picture, the more they go,
E BIGGER THE BOX OFFICE.*

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cognize and respond to technical
cellence in motion pictures. And
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Television Today

TV Revenue, Expenses Up; '57 Profit Off

From THE DAILY Bureau

WASHINGTON, Aug. 27.—The television industry earned $943.2 million in broadcast revenues in 1957, up 5.2 per cent from the preceding year, but rising expenses cut profits sharply, the Federal Communications Commission reported today.

Total broadcast expenses rose by 10.7 per cent to $783.2 million, bringing 1957 profits before taxes down from $189.6 million in 1956 to $160.0 million in 1957, a drop of 15.6 per cent.

Half to Three Webs

The three TV networks and their 16 owned stations accounted for nearly half of the industry's revenues, $467.9 million and six per cent more than in 1956, but their expenses rose 11 per cent to $397.2 million, so that their profits before Federal taxes were down 17 per cent to $70.7 million.

The 95 pre-freeze stations, all VHF, had an increase in income of only $600,000 to $261.3 million, while expenses rose five per cent to $179.3 million and profits fell by nine per cent to $82.0 million.

The 302 post-freeze VHF stations increased their income from $161.4 million in '56 to $187.3 million in '57, but expenses rose from $145.0 million to $176.5 milloin, and profits fell from $16.4 million to $10.8 million.

UHF Situation Serious

The UHF situation went from bad to worse with 88 such stations receiving only $26.7 million in revenues in '57, down from $32.5 million during the preceding year, and although expenses also dropped from $34.4 million to $30.2 million, net losses of these stations climbed from $1.9 million in 1956 to $3.5 million in 1957.

Of the $943.2 million total revenues of the industry, $726.3 million or 77 per cent came from the sale of time and $216.9 million or 23 per cent came from the sale of talent, program material and production.

Storer Sues AAP in Showing of WB Films

The Storer Broadcasting Co., owners of WAGA-TV in Atlanta, yesterday filed suit in New York Federal Court against Associated Artists Productions, Inc., asking an injunction to stop the latter from selling 600 old Warner Bros. pictures to any other television station in the Atlanta area. Suit charges AAP with breach of a contract signed with Storer in June granting it exclusive rights to the pictures for seven years.

Who's Where

John McGiffert has been signed as producer for the multi-award-winning educational series, "Camera Three," it was announced by **Clarence Worden,** director of public affairs for WCBS-TV (New York). McGiffert, formerly an associate producer of the CBS Television Network's "Seven Lively Arts" and a "Camera Three" writer for more than a year, replaces **Robert Herridge,** effective Oct. 12.

□

Andrew L. Gold has joined Transfilm Incorporated as a producer-director, it was announced by **Michael A. Palma,** executive vice-president of the TV commercial and industrial film production company. Gold, former eastern production chief with Warner Brothers Pictures which he left in 1956, was more recently chief of production and staff director for Vidicam Pictures Corp.

□

Sylvia Seymour, National Telefilm Associates West Coast executive, has been named director of the company's West Coast film productions, it was announced by **Oliver A. Unger,** NTA president. Miss Seymour has been handling production for several NTA television series, having joined the company early in 1955.

□

William M. Koblenzer has been appointed to the newly-created position of director of sales for programs in New York for National Telefilm Associates, **Harold Goldman,** NTA executive vice-president, has announced. Koblenzer moves into his new position from his post as director of sales for the NTA Film Network. He has been associated with NTA for approximately two years.

NBC Daytime Business Setting New Mark

Daytime business amounting to approximately $64,000,000 in gross advertising revenue already has been placed with the NBC-TV Network for the 1958-59 television season, it was announced yesterday by Walter D. Scott, vice-president, NBC Television network sales.

Following this announcement, Don Durgin, vice-president and national sales manager—in referring to NBC-TV's recently completed "Report on Daytime" presentation—said this was the greatest volume of daytime business (Monday-Friday, 10 A.M.-5 P.M.) NBC-TV has ever recorded, with daytime sales running well ahead of last year.

Durgin also noted that over the past two years NBC-TV has more than doubled the average audience rating of its morning bloc (based on Nielsen AA, January-June 1956, 1957, 1958).

MGA, Majors in Pact

(*Continued from page 1*)

in charge of industrial relations.

The new scales for recording musicians working on theatrical motion pictures are determined as follows:

Based on three-hour sessions, 35 or more musicians will be paid at the rate of $55 per man; 30 to 34 musicians, $57.75 per man; 24 to 29 musicians, $60.50 per man; 23 or fewer musicians, $63.25 per man.

New rates for sideline musicians have been increased to $30.93 per day from the former $27.13 per day.

Comparable increases were given arrangers, orchestrators, copyists and librarians.

For the first time, the majors agreed to record a portion of a television series with live musicians. Each series of 39 half-hour episodes will have a minimum nine-hour recording session, with payment made at the rate of $55 per man per three-hour session.

A minimum of 18 hours recording time was established for a series of 39 one-hour programs.

Special provisions were also made for 90-minute programs, pilot films and spectaculars.

Reade 'Roof' Drive-In Will Open Sept. 12

Walter Reade Theatres' Dover drive-in, built on the roof of the wholly enclosed Dover, N. J., Shopping Center, is to open September 12. Under development and construction for nearly two years, the theatre is a concrete deck on which drives and parking spaces are painted, with ramps from the ground.

The capacity is approximately 600 cars, which will be supplied with sound by the first installation of Vidoscope wireless speakers. The screen is 130 feet wide and stands about 100 feet from the building.

Cleveland Firm Moves

CLEVELAND, Aug. 27. – Sandler Manufacturing Co., makers of in-car heaters, speakers and coiled cords, has moved from the Film Building into larger quarters at 1412 East 25th St.

Perelman Writes Plays For 'Omnibus' Program

"Omnibus" will devote a full program on the NBC-TV Network this Fall to a quartet of plays about Hollywood to be prepared by the noted humorist S. J. Perelman and presented under the general title "Malice in Wonderland: Four Hollywood Cameos," it was announced by Robert Saudek, producer of the series.

Perelman, who made his TV debut two years ago on an "Omnibus" program ("Golden Age of Burlesque"), will dramatize four of his own stories for this feature. They are "And Thou Beside Me, Yacketing in the Wilderness," "Physician, Steel Thyself," "Danger—Moulting Plumage" and "Rent Me and I'll Come to You." Names of performers who will compose the cast, as well as date of presentation, will be announced soon.

'Theatre Tim

(*Continued from page 1*)

ecutives attended the second in series of NWEBBF meetings at Radisson Hotel.

E. R. Ruben, one of the found of the forum, called the shots on key portion of the day's activi when he outlined a proposed satu tion-advertising campaign, subscri to by most of the major film co panies.

Each of the subscribing compa has promised "good" pictures enough prints to completely co the territory so that all exhibit large and small, will be able to be fit from the big advertising campai running concurrently, Ruben sai

"The whole saturation program take place in four or five weeks w the effects of the advertising is strong on the public," he stated.

Outlined by Greene

Harry Greene, NWEBBF chairm outlined the rest of the year's gram for the group. Emphasizing "take time-theatre time" an Greene said, "Because each exhib is fighting with all the varied out competition, TV, sports events, so functions, etc., he has to come with a pretty good selling point. thought underlying our theme year is the answer. Tell the pe they can forget their troubles by g to the theatre. Plug the idea that ple owe themselves a good tim relaxing time, and the best plac find such a time is at the theatre.

New England Theatre

(*Continued from page 1*)

was held by Mullin in Kittery, which was attended by the North vision managers of Chester L. S dard's district.

Major topic of discussion at conferences was the quality pro upcoming and sales plans to pro it. Discussions included a free change of showmanship ideas am the individual managers.

Also taken up were means of bu ing concession sales. Plans are being made for follow-up meeting both territories.

'U' Promotes 4

(*Continued from page 1*)

terday. Weitman was formerly Albany.

Carl F. Reardon, sales head Cleveland, will move to Philadelp following the resignation of Edw F. Heiber. Albert Kilkmeyer, s manager in Cincinnati, goes to P burgh, where Francis J. Guehl has signed. Ernest Ziegler, salesman Detroit, has been promoted to post of sales representative in Alb

'Bill' Coleman Dies

(*Continued from page 1*)

Bradley, of Birmingham, Alaba

Funeral services will be held Th day at the Sparkman Brand Fun Home, Dallas. Coleman will be bu in Birmingham, Ala., his home to at the Forest Hills Cemetery.

All
the News
That
Is News

MOTION PICTURE DAILY

Concise
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to the
Point

L. 84, NO. 43 NEW YORK, U.S.A., FRIDAY, AUGUST 29, 1958 TEN CENTS

ungstein Reports

A Aiming for ajor Record tatus in Year

ll Seek to Sign Talent Film-Company Methods

By FLOYD STONE

(Picture on Page 3)

ax E. Youngstein, president of ed Artists Records, yesterday e a "progress report" which he is similar in intent and import to e prepared for United Artists poration, of which he is vice-ident, and which has gone, he mented, in six years from "seven 70,000,000."

e declared his record company in ine months existence is not now ajor factor, that other record com-es which now are famous and le have taken 10 to 15 years to me so, but that he intends to

(*Continued on page* 3)

nin Critical of New GA-Studio Pact Terms

erman D. Kenin, president of the rican Federation of Musicians, with a jaundiced eye on the new ract negotiated by the Musicians d of America with the Association otion Picture Producers in Holly-l, if his unsolicited statement re-

(*Continued on page* 2)

es Cinerama 'Swap' th Kinopanorama

From THE DAILY Bureau

OLLYWOOD, Aug. 28. – A pre-ary interest in exchanging two of ia's Kinopanorama productions for Cinerama attractions on a purely

(*Continued on page* 6)

'elevision Today Page 5

Eisenhower Has through Tuesday To Sign Tax Bill; No Veto Expected

By J. A. OTTEN

WASHINGTON, Aug. 28.–Treasury Department officials said they still feel there is little doubt that President Eisenhower will sign the excise tax revision bill, which includes a provision for a major admission tax easement. The President has until midnight Tuesday to sign the bill.

Some film industry officials who had expected the President to sign the bill this week have been expressing concern that his delay might indicate that the bill will draw a pocket veto. However, Treasury officials said

(*Continued on page* 6)

Columbia Will Release 45 New Short Subjects

A program of 45 new short subjects, all of them two-reelers, will be released by Columbia Pictures during the 1958-59 season, it was announced yesterday by Maurice Grad, short subject sales manager. To supplement the schedule, 48 shorts from previous seasons will be re-released, as will three 15-episode serials.

On the two-reel list of new subjects are three Musical Travelarks in color, with the first entitled "Wonders

(*Continued on page* 2)

Skouras Will Speak, Lead Allied Forum

Special to THE DAILY

CHICAGO, Aug. 28.–Spyros P. Skouras, president of 20th Century-Fox, has accepted an invitation to address the national convention of Allied States Association, it was announced by Jack Kirsch, general chairman of the convention. Meeting

(*Continued on page* 2)

Stillman Elected New Loew Theatre Treasurer

The resignation of J. Leonard O'Donnell as treasurer and member of the board of Loew's Theatres Subsidaries was accepted at the regular board meeting here Wednesday and Jack Stillman, assistant treasurer

(*Continued on page* 3)

Mobile Projection Unit Is Completed by NT

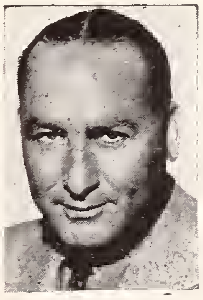
From THE DAILY Bureau

LOS ANGELES, Aug. 28. – National Theatres has completed its first mobile projection unit for presentation of the three-panel, Cinemiracle

(*Continued on page* 3)

Competition for Recreation Time Called Key to New Showmanship

Motion picture theatres are no longer competing for the entertainment dollar but rather for the recreational time of the individual and the family, Hal Wallis, head of Hal B. Wallis' Productions, states in an article in *Motion Picture Herald* out today.



Hal Wallis

The noted producer points out that the "increasing selectivity" of motion picture theatre audiences has made the overall merchandising of product much more important. If this change is faced honestly, he adds, "I have confidence that the results can lead to the greatest era of prosperity our business has ever experienced."

Wallis continues: "Both the producer and the exhibitor must apply themselves and their organizations to the stimulation of interest in the motion picture business. The one phrase that is always prevalent in any conversation about a successful motion picture is 'People are talking about it.'

"I believe that if twice the number of people would show some interest in our efforts, what we plan and what we eventually come up with, we would be doing twice the business at

(*Continued on page* 5)

Can Proceed

Remove Block To UATC's Merger Plan

RKO Theatres' Suit vs. Circuits Is Settled

United Artists Theatre Circuit will be able to proceed with its plans to acquire through Metropolitan Playhouses, Inc., a 100 per cent interest in Skouras Theatre Corp. with settlement yesterday of a minority stockholders' suit filed by RKO Theatres against Metropolitan, Skouras Theatres, UATC and a number of directors of these corporations.

New York Federal Judge Thomas F. Murphy yesterday signed an order having George W. Alger, a trustee, transfer to Skouras Theatres 56,488 shares of Metropolitan stock owned by RKO. The Metropolitan stock, representing 20 per cent of that corporation's ownership, had been held by Alger under terms of the Consent Decree signed by RKO. There was no

(*Continued on page* 6)

List Ind. Earnings at $154,303 in 6 Months

List Industries Corp. and its subsidiaries, which include RKO Theatres, had consolidated earnings of $154,303 for the six months ended June 30, the company reported yesterday. This was after deduction for special items, including provisions for losses on future sales of properties, closed plant expenses less net gain on current sales

(*Continued on page* 2)

WGA, UK Units to Meet Next Month in London

From THE DAILY Bureau

HOLLYWOOD, Aug. 28. – Eastern and Western representatives of the Writers Guild of America will fly to London late next month to meet with heads of the British Screen and Television Writers Association in an effort to stop script price-cutting in England by American producers, and to discuss corrective steps against similar practices penalizing writers both here

(*Continued on page* 3)

PERSONAL MENTION

BENJAMIN KALMENSON, Warner Bros. executive vice-president, will leave here for the Coast today.

•

Samuel Briskin, vice-president in charge of West Coast activities for Columbia Pictures, will arrive here today for home office conferences.

•

Hugh Owen, vice-president of Paramount Film Distributing Corp., will return to New York today from Pittsburgh.

•

Ned Clarke, Buena Vista foreign sales manager, has returned to New York from Europe.

•

Walter Scharf, composer and arranger for Paramount, will leave here for London today via B.O.A.C.

•

Max Bercutt, Warner Brothers advertising liaison for "The Old Man and the Sea," will leave New York over the weekend for San Francisco.

•

Dick Powell and **June Allyson** returned to New York yesterday from Pittsburgh.

•

David E. Diener, vice-president of the Monroe Greenthal Co., will leave New York over the weekend for London.

Columbia Sets

(*Continued from page 1*)

of Puerto Rico." There are also eight of the Three Stooges comedies among the new two-reelers.

Of the 34 new one-reel shorts on the coming year's program, 12 are color cartoons from UPA, including ten from the prize-winning Mr. Magoo series and two Ham and Hatties, continuing a new set of characters who received a fine reception when introduced last year.

The live-action single reels will include ten "World of Sports" entries, featuring Bill Stern as commentator. Filling out the schedule of new one-reelers will be two series to be known as "Top-notchers" and "Film Novelties," each of which will contain six subjects with a variety of formats and casts.

No Paper Monday

MOTION PICTURE DAILY will not be published on Monday, Sept. 1, Labor Day.

Set Up 'Old Man' Unit For Block Ticket Sales

A group sales division has been established at Warner Bros.' offices here for the sale of blocks of tickets to organizations for the New York engagement of "The Old Man and the Sea," which will be presented at the Criterion Theatre on a reserved-seat basis.

The special sales organization is headed by Gail Benedict. A full staff, supervised by Ruth Furst and Pauline Ettlinger, is working under Miss Benedict in selling tickets to a variety of groups and organizations in the New York metropolitan area.

List Industries

(*Continued from page 1*)

of properties, and reduction in reserve contingencies.

Income before special items and provision for income taxes was $732,229. For the same period last year net income before special items was $656,983 and net earnings were $915,650. The reports did not show a separate breakdown for theatre income and earnings.

No income taxes are anticipated on a consolidated tax basis for 1958, it was stated, and no provision for such taxes was made against earnings for the first six months. The provision made during the first six months of 1957 for such taxes was $540,000.

Provisions for depreciation and other non-cash charges against earnings amounted to approximately $1,453,000 during the first six months of 1958 and $1,710,000 during the first six months of 1957.

Skouras to Speak

(*Continued from page 1*)

will be held at the Morrison Hotel.

Skouras will speak at an afternoon session on Tuesday, Oct. 14, and also lead an open forum at that session on the subject, "What is wrong with our business and what we can do to improve it."

'Colonel' Draws Crowds

Columbia's "Me and the Colonel," now in a dual run at the Fine Arts and Odeon Theatres here, is giving both houses their best business in over two years, the company said yesterday. Grosses for the second day on Wednesday were almost up to those for the opening the day before. Grand total for the two days was $11,350.

Freeman Signs Parker

HOLLYWOOD, Aug. 28. – Producer Frank Freeman, Jr., has signed Fess Parker to his first assignment since concluding his Walt Disney contract this month, to co-star with Robert Taylor in Paramount's "The Hangman."

Kenin Critical

(*Continued from page 1*)

leased to the press here yesterday is any criterion.

Kenin, who concedes that all he knows of the new agreement is what he has read in the newspapers, was particularly bitter about what he considers was abandonment of the "guaranteed annual wage" in the new agreement, which has to be ratified by the membership of the major studio musicans.

"For over 10 years Hollywood musicians, alone among musicians, or any other worker throughout the world, were guaranteed annual employment and wages," Kenin said. "Indeed, even in February of this year before the Federation strike that was first caused and then broken by the Guild's sabotaging tactics, the major producers offered to renew that invaluable guarantee. And now, taking advantage of the Guild's vast inexperience and obvious weakness, these employers have escaped that critical obligation.

"Moreover, it appears that the Guild has also authorized unbridled use on television of music scored for theatrical films without any payments to either individual musicians or the Trust Fund.

"This desperate endeavor on the part of Guild leadership to gain some workable arrangement for those whom they profess to represent can result only in destroying the fruits of years of labor by the American Federation of Musicians," Kenin concluded.

Daniels Calls MGA-Majors Pact 'Desperation Agreement'

HOLLYWOOD, Aug. 28. – Eliot Daniel, president of Musicians Local 47, AFL-CIO, commenting today on new MGA-motion picture producers pact for studio musicians, termed the contract a "desperation agreement" on the part of the guild, and said that MGA's Cecil Read "has handed millions of dollars a year in musicians' pay to producers who played him for a sucker."

Daniel further stated that the agreement "sacrifices the right to job security and guaranteed employment; surrenders musicians' rights in the product he produces; and breaches the protective wall in television films in the provisions whereby for a few hours work a musician completes a whole series of 39 films and then has no further income.

Mrs. O'Brien Dies

HOLLYWOOD, Aug. 28. – Mrs. Gladys O'Brien, 52, mother of actress Margaret O'Brien, died today of a lingering heart ailment at St. John's Hospital, Santa Monica.

Report 'Hunters' B
In First Engagemen

20th Century-Fox's "The Hu
is racking up exceptional busines
cording to initial reports from
the nation.

The Fox Theatre in Detroi
ported its biggest opening day
"Peyton Place" Wednesday, w
gross of $4,020. In a rare four-
opening day gross in Portland,
"The Hunters" did $1,084 a
Orpheum. In Pittsburgh, at the
"The Hunters" grossed an outsta
$1,250.

Rhoden, Isaac Atten
'Windjammer' in K.

Special to THE DAILY

KANSAS CITY, Aug. 28.—The
America premiere of the Cinem
production, "Windjammer," at
Missouri Theatre here tonight at
ed a capacity crowd. The prer
which was attended by civic an
cial leaders, was a benefit fo
Kansas City Young Matrons' Pl
thropic Fund.

Elmer C. Rhoden, president o
tional Theatres, producer of the
ture, and Lester B. Isaac, direct
Cinerama exhibition, were prese
the premiere activities, which
telecast and broadcast.

'Defiant Ones' to Op
In 3 Dates Next Mo

Stanley Kramer's "The D
Ones" has been set for 35 re
openings in the United States
month, it was announced by W
J. Heineman, United Artists
president in charge of distributio

Initial key cities figuring in
dating program include Detroit
Angeles, Salt Lake City, Milwa
Washington, Philadelphia, Minn
lis, New Orleans, Norfolk and Da

William Sisom, 68

SEATTLE, Wash., Aug. 28.–
liam Sisom, 68, of Edmonds, W
and a well-known motion picture
jectionist, died at his home of a
attack. He was a native of Tre
N. J.

NEW YORK THEATR

RADIO CITY MUSIC HALL
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REX HARRISON • KAY KENDA
"THE RELUCTANT DEBUTANT
JOHN SAXON • SANDRA DEE
AN AVON PRODUCTION FROM M-G-M
and GALA NEW STAGE SPECTACLE

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Photo Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager, TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Vi
Canby, Eastern Editors. Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; Telephone HOllywood 7-2145; Washington, J. A. Otten, National Press Club,
ington, D. C.; London Bureau, 4, Bear St. Leicester Square, W. 2. Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents i
principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rocke
Center. New York 20, Telephone CIrcle 7-3100. Cable address: "Quigpubco. New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-
dent and Treasury; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 times a
as a section of Motion Picture Herald; Television Today, published daily as a part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fame. Entered as s
class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign. Single copies,

PEOPLE

Herb Buschmann, United Artists ınch manager in Minneapolis, will ve the industry at the end of the nth to enter the insurance business the Southwest.

□

Paddy Chayefsky, writer, and **Wil-n Alwyn,** composer, have been inded in the American contingent ich will participate in the Interional Film Festival to be held in inburgh, Scotland, beginning Mon-/.

□

Denny Spellecy, manager of the ɔkane Elks Club since 1951, has igned to become associated with the stern Circuit Vaudeville Booking ency, buying into the business with · Daniels, long connected with the atre business in the area.

'GA Groups

(*Continued from page* 1)

l abroad. No residuals are paid to tish TV writers or American writers ıtracted in England.

Objectives and potential of this eting include not only elimination price-cutting to stymie "runaway" oduction but also to establish an hange of policing information on iduals and solidifying of other hts, such as the long-overdue copyht version.

November Confab Slated

To further the objectives, heads of tish and French writers organizans will meet with the national coun- of the Writers Guild of America November in New York.

WGA executive directors Evelyn rkey and Michael Franklin will atıd the initial discussions in London.

:illman Elected

(*Continued from page* 1)

ce 1954, was elected treasurer and the board, it was announced here terday.

Stillman, a World War II veteran, ne to Loew's in 1951 from the n of Miller-Donaldson, certified blic accountants. He was graduated m the City College of New York ıool of Accounting in 1939.

O'Donnell, who will announce his ure plans shortly, succeeded the e Harold J. Cleary as treasurer two ırs ago, following a brief period management engineer.

obile Projector

(*Continued from page* 1)

d Cinerama-type film attraction, to used on drive-in theatre screens ross the country, it was announced lay. The system has been pre-tested local Los Angeles drive-ins, with e traveling projection booth proving elf practical and completely sucssful in clarity of both picture and und, according to National Theatres esident, Elmer C. Rhoden, who onsored the mobile idea.

M. P. DAILY picture

As it did in this business, United Artists will in the record business. Max Youngstein promises. With him here, publicity director Mort Nathanson, jazz producer Monte Kay, record company vice-president Al Tamarin, sales chief Buddy Friedlander.

UA Seeks Major Disk Status

(*Continued from page* 1)

make his enterprise renowned within the next year.

It will do as the picture company did: it will welcome independent producers and creative artists, all their talents and brains; will offer them autonomy and participation and profits; and it will, like the picture company, he declared, "change the face of the industry." He also, before a press-crowded board room at the United Artists home office yesterday, introduced the first of the famous independents whom he proposes to enlist, Monte Kay. He said:

"This is a deal we have dreamed about. We consider him a tremendous find and asset. This is a tremendous step forward, earlier than I expected."

Kay Background Impressive

Kay is a jazz personality. He was a jam session impresario, in the Village, Harlem, and 52nd Street; a talent adviser, developing Billy Eckstine, Billie Holliday, Dizzy Gillespie, Sara Vaughn, others; proceeding then to Broadway (the Royal Roost) and introducing Harry Belafonte; one of the organizers of Bop City, Birdland, Bandbox; musical director of "House of Flowers"; a producer of "Jazz Under the Stars" in Central Park.

He now is in personal management of, for instance, the Modern Jazz Quartet, Chris Connor, Diahann Carroll (his wife). At yesterday's interview, he said:

"I'm hired as a producer for my taste and judgment. Other companies have had somewhat the sympathy for artists and jazz as United Artists, but none had the budget for advertising which would make for success."

Youngstein said UA started "small" and had a limited objective which it now has achieved.

"We have learned the record business; I know I have certainly learned it, and that it's quite tricky. We have managed 50 'singles,' and before the year's end we'll have 26 LP's, maybe 30. We have a national organization, and we have contracts in records and music internationally. It's been bread and butter day to day. Last week we had two of our singles on the best seller lists.

"It was always our objective once we made a little progress, to expand the UA concept to the record business. Our concept was, simply: to create a vessel for the creative talent of the motion picture and for the independent producer to have complete autonomy. We have as many creative brains as we can have. Better than 60 of the most creative groups, and we have changed the face of the motion picture industry. Seven years ago, there wasn't one independent motion picture being made. Today, almost every company has had to follow our pattern.

Will 'Extend' the Idea

"We feel the time has come," he continued, "when the idea can be extended to the record industry. We are still dealing with a creative field. We feel we will have more outstanding brains than anyone in that business."

Youngstein said UA intends to deal with "anyone" who can turn out records, and stated:

"That type of product has at least as good a batting average as the so-called majors, and in our case, I believe, a better one. We are throwing our door wide open."

UA will offer the artist up to 50 per cent of profits, depending upon his market value, and this in the record field is unique, he observed. The creative artist, like his fellow in motion pictures, will share in royalties.

He added he feels promotion of records thus far has been "like the dinosaur age."

He cited the company's promotion in television, its coming acquisition of Associated Artists Productions, and asserted no other company could give such "cross-promotion."

United Artists Records will have a library from jazz to popular to classic, he predicted, and the stress will be on jazz.

"The reason I am interested in jazz is," he commented, "because of the catalogues. We are going to take advantage of the fact that it is the only medium always new. There is virtually no production of new classical music. Look at 'Goody's' record place: the jazz catalogue is almost as big as the entire classical catalogue."

UA Records will be in tape, he promised and even now is in stereo.

Others appearing before the newsmen were record company vice-president Al Tamarin, sales chief Buddy Friedlander, and artists and repertoire director Jack Lewis.

SDIG Holds Meetings On Strike Strategy

The Screen Directors International Guild met yesterday at the Roosevelt Hotel here for the third in a series of special meetings designed to prepare its members for possible strike action to be taken after Sept. 5. As in the two previous meetings held Monday and Tuesday at the Manhattan Hotel, personal and professional problems of the directors in the event of a walkout were discussed and members alerted to stand ready for strike action.

Support Unanimous

The first two meetings were attended by Guild members connected, as staffers or free-lance, with the companies belonging to the Film Producers Association of New York, while the third was reserved for directors working for independent non-FPA producers. The membership expressed full and unanimous support of the strike objective: ratification by FPA of the contract SDIG states was agreed upon between the negotiating committees of both organizations.

MOTION PICTURE DAILY'S BOOKING CHART

	ALLIED ARTISTS	COLUMBIA	M-G-M	PARA.	20TH-FOX	UNITED ARTISTS	UNIV.-INT'L	WARNERS	OTHERS
SEPTEMBER	**QUEEN OF OUTER SPACE** (CS, color) Zsa Zsa Gabor, Eric Fleming — 80 min. (Rev. 8/13/58) **NATCHEZ TRAIL** **LEGION OF THE DOOMED** Bill Williams	**THE WHOLE TRUTH** Stewart Granger, Donna Reed —83 min. (Rev. 8/21/58) **GHOST OF THE CHINA SEA** David Brian—79 min. (Rev. 8/29/58) **SHE PLAYED WITH FIRE** Jack Hawkins, Arlene Oahl—95 min. (Rev. 6/5/58)	**CAT ON A HOT TIN ROOF** (color) Elizabeth Taylor, Paul Newman — 108 min. (Rev. 8/13/58) **DUNKIRK** John Mills, Bernard Lee—113 min. (Rev. 8/21/58)	**THE PARTY CRASHERS** Connie Stevens, Mark Damon **AS YOUNG AS WE ARE** Robert Harland, Pippa Scott	**THE HUNTERS** (CS, color) Robert Wagner, Robert Mitchum — 108 min. (Rev. 8/5/58) **HARRY BLACK AND THE TIGER** (CS, color) Stewart Granger, Barbara Rush **SMILEY GETS A GUN** (CS, color) Keith Calvert, Dame Sybil Thorndike	**GUN RUNNERS** Audie Murphy, Eddie Albert **COP HATER** Gerald D'Laughlin, Ellen Parker — 75 min. (Rev. 8/12/58) **THE BIG COUNTRY** (Technirama, color) Gregory Peck, Jean Simmons — 166 min. (Rev. 8/8/58) **TERROR IN A TEXAS TOWN** Sterling Hayden—80 min. (Rev. 8/21/58)	**ONCE UPON A HORSE** (CS) Dan Rowan, Dick Martin — 85 min. (Rev. 8/8/58) **RIDE A CROOKED TRAIL** (CS, color) Audie Murphy, Gia Scala—87 min. (Rev. 7/23/58)	**WIND ACROSS THE EVERGLADES** (color) Burl Ives, Christopher Plummer — 93 min. (Rev. 8/20/58) **DAMN YANKEES** (CS, color) Tab Hunter, Gwen Verdon	**THE SECRET** (DCA) Sam Wanamaker, Mandy **TIME LOCK** (DCA) Robert Beatty, Lee Patterson **DEFEND MY LOVE** (DCA) Martine Carol, Vittorie Gassman
OCTOBER	**KING OF THE WILD STALLIONS** (CS, color) George Montgomery, Diane Brewster **JOY RIDE** Regis Toomey, Ann Doran **SPEED CRAZY** Yvonne Lime, Brett Halsey **WOLF LARSEN** Barry Sullivan, Peter Graves	**ME AND THE COLONEL** Danny Kaye, Curt Jurgens—109 min. (Rev. 8/6/58) **APACHE TERRITORY** (color) Rory Calhoun, Barbara Bates **KILL HER GENTLY** Griffith Jones, Marc Lawrence	**THE DECKS RAN RED** James Mason, Dorothy Dandridge **TORPEDO RUN** (CS, color) Glenn Ford, Ernest Borgnine	**THE BLOB!** (color) Steven McQueen, Aneta Corseaut **I MARRIED A MONSTER FROM OUTER SPACE** Tom Tryon, Gloria Talbott	**THE BARBARIAN AND THE GEISHA** (CS, color) John Wayne, Eilso Ando **THE LONE TEXAN** Willard Parker, Audrey Dalton **VILLA** (CS, color) Cesar Romero, Brian Keith	**MAN OF THE WEST** (color) Gary Cooper, Julie London **FEAR MAKERS** Dana Andrews, Mel Torme **MENACE IN THE NIGHT** **HONG KONG CONFIDENTIAL** Gene Barry, Beverly Tyler	**RAW WIND IN EDEN** (CS, color) Esther Williams, Jeff Chandler — 89 min. (Rev. 6/22/58) **SAGA OF HEMP BROWN** (CS, color) Rory Calhoun, Beverly Garland—80 min. (Rev. 8/14/58)	**ONIONHEAD** Andy Griffith, Felicia Farr **THE OLD MAN AND THE SEA** (color) Spencer Tracy — 86 min. (Rev. 5/21/58)	**SUBMARINE X-2** (AIP) (Superama) **PARATROOP BATTALION** (AIP) (Superama) **WHITE WILDERNESS** (BV) (color) True-Life Adventure **THE GYPSY AND THE GENTLEMAN** (RFDA) (color) Melina Mercouri, Keith Michell **DANGEROUS EXILE** (RFDA) (VV, color) Louis Jourdan, Belinda Lee
NOVEMBER	NOT SET	**THE LAST HURRAH** Spencer Tracy, Jeffrey Hunter **TARAWA BEACHHEAD** Kerwin Mathews, Julie Adams **MURDER REPORTED** Paul Carpenter, Melissa Stribling	**THE WORLD, THE FLESH, AND THE DEVIL** Harry Belafonte, Inger Stevens **PARTY GIRL** (CS, color) Robert Taylor, Cyd Charisse	**HOUSEBOAT** (VV, color) Cary Grant, Sophia Loren **WHEN HELL BROKE LOOSE** Charles Bronson, Richard Jaeckel	**IN LOVE AND WAR** (CS, color) Robert Wagner, Oana Wynter **MARDI GRAS** (CS, color) Pat Boone, Christine Carere **RALLY ROUND THE FLAG, BOYS!** (CS, color) Joanne Woodward, Paul Newman	**SEPARATE TABLES** Rita Hayworth, Burt Lancaster **THE MUGGERS** Kent Smith **TEN DAYS TO TULARA** Sterling Hayden, Grace Raynor	**APPOINTMENT WITH A SHADOW** (CS) George Nader, Joanne Moore **MONEY, WOMEN AND GUNS** (CS, color) Jock Mahoney, Kim Hunter	**BORN RECKLESS** Mamie Van Doren, Jeff Richards **ISLAND OF LOST WOMEN** Venetia Stevenson, Jeff Richards **HOME BEFORE DARK** Jean Simmons, Oan O'Herlihy	**A TALE OF TWO CITIES** (R.F.O.A.) Oirk Bogarde, Oorothy Tutin **WINDOM'S WAY** (R.F.O.A.) (color) Peter Finch, Mary Ure

KEY: SYSTEM: CS—CinemaScope; VV—VistaVision; (Rev.) Motion Picture Daily Review Date.

Television Today

A Creates New rchandising Unit

eation of a new NTA division to le the licensing of manufacturers the merchandising of products in inction with all properties to be nted nationally by National Tele- Associates beginning this fall, announced by Oliver A. Unger, president.

ving Lichtenstein will be in ge of this division, which will its headquarters in NTA's New offices in the Coliseum Towers. tern will represent the division ie company's West Coast offices os Angeles.

Seven Properties Listed

nong the properties to be licensed NTA are "This Is Alice," "U.S. hal," "Official Detective" and w Business," produced in Holly- l by Desilu Productions; "Man iout a Gun" and "How To Marry illionaire," produced in the West t studios of 20th Century-Fox, "The Adventures of William Tell," in production in England.

reenings for interested manufac- s are now being held in NTA's York and Los Angeles offices.

ber Tells Plans for w Western Series

From THE DAILY Bureau

OLLYWOOD, Aug. 28. – Frank er has disclosed plans for his TV venture—a new anthology s, "The Westerners," to present ern stories written by the nation's ontemporary scribes in the front- dventure field. Gruber will draw is own file of more than 150 erns, which have been published national magazines for a portion e projected teleseries, and per- lly select the remainder of mate- from the best western literature he past and present, acting as t supervisor.

addition to being co-creator of lls Fargo," Gruber created the at and wrote the pilot script of new Desilu series, "The Texan," ing Rory Calhoun. He also orig- d "Town Tamer," starring Jack , produced by Don Fedderson uctions, and "Yankee Bligh," a TV series being offered by Yan- Bligh Productions.

rcovici Named

lian Bercovici has been named utive producer at the ABC Tele- n Network, effective immediately, as announced by Thomas W. re, ABC vice-president in charge V programming. Bercovici's first nment will be in connection with network's new daytime program- schedule. Bercovici was formerly ager of nighttime television pro- is for NBC.

Says Soldiers Being Paid for TV Series

Charges made this week by the Screen Actors Guild in Hollywood that American soldiers in Germany are participating without pay except for $9 a day expenses in the production of a television program called "The Citizen Soldier" were denied here yesterday by Herman Rush, president of Flamingo Telefilm Sales. Flamingo is distributor of the TV program, which will be a series dealing with the exploits of the American soldier during World War II.

Rush said yesterday the SAC has "confused the facts." The project has the complete cooperation of the Department of Defense and the Department of the Army, he declared, and they have approved that servicemen would work in the series on their own time and at salary rates negotiated between each serviceman and the TV producer.

Not Forced, He Says

"I want SAG to know that the servicemen were not and are not forced to act," Rush added. "Certainly the money is not the same as some of our domestic stars command. But what about the opportunity? That is the question SAG prefers to overlook. The servicemen are working in 'Citizen Soldier' because they choose to."

WSIL, Harrisburg New Primary ABC Affiliate

WSIL-TV, Channel 3 in Harrisburg, Ill., has joined the ranks of primary ABC Television affiliates. The new station, which will serve the tri-state area, including southern Illinois, Cape Giradeau, Mo., and Paducah, Ky., will become a primary affiliate of ABC-TV when it begins operations Nov. 15, it was announced by Alfred R. Beckman, ABC vice-president in charge of TV station relations, and O. L. Turner, general manager of WSIL-TV.

WSIL-TV will operate with 100kw video power and will bring ABC-TV programs to an estimated 164,000 television homes. The station is owned by the Turner-Farrar Association.

Gimbel, Greene Named To New Posts by NBC

The appointments of Roger Gimbel as executive producer, daytime programs, and John G. Greene as manager, daytime program operations, were announced by Carl Lindemann, Jr., director, daytime programs, for the NBC Television Network.

Gimbel, who has been manager of daytime television program development since July 1, joined NBC in May, 1955, as a unit manager. He became a staff producer the following March and in that capacity produced many network programs, including "Bride and Groom" and "Tonight." He was also associate producer of the Steve Allen "Tonight" show and "Home."

Greene has been with NBC since July, 1956, when he joined the network's management training program. In September, 1957, he was appointed supervisor of daytime program services, the position he held until his present promotion.

Recreation Time Key: Wallis

(*Continued from page* 1)

the box office. Exchange of information has never hurt anyone or anything. Indifference and lack of enthusiasm will strangle any enterprise. That applies to the making of shoes, the selling of oranges, as well as the very complex business of creating and merchandising motion pictures.

"The key to successful enterprise in our economy is enthusiasm. This contagious ingredient must be planted in every picture from the conception of an idea right up to the time it is presented to the public in the remotest neighborhood or country theatre.

Defines 'Boundaries'

"There are, however, definite boundaries of responsibility that must be recognized to avoid utter chaos. If the producer performs his function, he must incorporate the 'chemical ingredients' of cast, story and production values into his picture so as to make it unique and attractive to the public.

"I feel we have compounded the right mixture, for example, in 'Last Train from Gun Hill.' It stars Kirk Douglas, Anthony Quinn, Earl Holliman and Carolyn Jones in a sweeping outdoor drama. It has the beauty and excitement of full VistaVision and color. In order to give this picture its proper production setting, we took our entire cast and crew to the fantastic and beautiful Arizona mountain country and used one of the most beautiful ranches in the world as our location. For authenticity we reconstructed a complete western city, and even went to the expense of reconstructing a railroad and station as the stage for what we feel is the most exciting gunfight we have ever put on the screen.

'We Have Done the Best Job'

"Our enthusiasm for this project increases with every day's cutting, dubbing and processing. We know we have something different and we know we have done the best job that can be accomplished with the best talent available.

"Along with this meticulous effort being put into 'Last Train from Gun Hill,' our studio and distribution publicity and advertising departments are conducting a national campaign to give us country-wide awareness while it is being readied for release.

"But the studio and distribution departments must work on a very broad base. Their principal publicity outlets are the nationally syndicated columns, national and fan magazines, network television and radio shows. Through these and many other mass outlets they will inform the potential audience that 'Last Train from Gun Hill' has been made and tell them of its 'chemistry.'

Stresses Local Showmanship

"The audience acceptance of 'Last Train from Gun Hill' will depend upon this and the final and most important step, which is the presentation of this picture to the public by each local showman. He is familiar with his community and his customers. He has the know-how and special interest to reach them. But he must also have the enthusiasm and drive to infect the public when tickets are on sale at this theatre.

"The most successful exhibitors avoid a routine and formula just as much as the top picture-makers do. Fired with energetic confidence in their merchandise, they develop new selling techniques, new promotion ideas tailored especially to fit their local situation. This is the individual approach used by many exhibitors, a vital adjunct to the over-all national program.

"There are certain things that a studio can do to call attention to a picture on a limited local level. For example, I believe in both players and the producer making personal appearance tours at the time of release, if a logical reason for such a tour can be devised. We followed this policy with both 'Hot Spell' and 'King Creole' and it brought results.

Sees Tours Beneficial

"But, unfortunately, there are just so many players available and it is obviously impossible, however ambitious the program, to visit all the cities where the picture will play. But these tours and premieres can work up over-all interest, and a smart exhibitor capitalizes on them even if his city isn't on the stars' itinerary.

"This is a new era of showmanship. The fans no longer 'go to the movies.' They go to a 'a' movie. So both the producer and the exhibitor must approach each picture as an individual project and with a single-minded enthusiasm for its success. The producer cannot consider his production as a 'part of a program.' In today's market, he must think of it as a separate entity and he must seek that chemistry of stars and story that I have mentioned.

"The exhibitor, also, must approach his job with the spirit of the new type of showmanship. He is no longer merely managing a theatre. He is selling a show with all the skill at his command.

Ultimate Problem: 'Seats'

"If these two human merchandising media—the producer at the start of a picture, the exhibitor when it reaches his theatre—both do their jobs well, our only problem will be supplying enough seats to accommodate the crowds!"

Eisenhower

(*Continued from page* 1)

they feel the delay is due simply to the fact that the President has on his desk an enormous pile of bills passed by Congress in its closing days, and that he is working his way through the pile as steadily as he can.

The Treasury has favored the tax revision bill despite the fact that it involves some revenue loss, mainly from the admission tax provision. This provision exempts the first $1 of ticket charges from the 10 per cent Federal admissions tax, effective Jan. 1. Right now tickets costing 90 cents or less are tax-free, while tickets costing more than that are completely taxable.

The President has until midnight Thursday to sign another big tax revision bill, including relief for small businesses

Sees Cinerama 'Swap'

(*Continued from page* 1)

"swap" arrangement was reported by Carl W. Dudley, producer of "Cinerama-South Seas Adventure," who returned from Moscow yesterday following discussions with M. Davidov, head of Sovexport Films.

Dudley, acting for Stanley Warner's first vice-president, Nat Lapkin, in dealing with the Soviet interest, reported Russia's three-strip process to be completely compatible with Cinerama with only two technical differences. The Russians use a nine-channel sound system instead of seven, and run 25 frames per second against Cinerama's 26.

Negotiations for the "swap" will depend upon agreements reached in forthcoming discussions between Turner Shelton, chief of motion picture services of USIA, and U.S.S.R. representatives when he flies to Moscow Sept. 8, Dudley said.

Four Films Involved

The pictures involved would include "This Is Cinerama" and "Cinerama Holiday" for Russia's "Big Is My Country" and "Magical Mirror."

Dudley, who claims these films offer a better insight into Russia today, through sequences on Siberia, the Chinese theatre, winter carnival, dancing and various travelogue highlights, will visit Moscow again early next month to see a print of "Magical Mirror" upon its completion Sept. 5.

The producer will return in time for the Chicago premiere of his "Cinerama South Seas Adventure" at the Palace, Chicago, Sept. 18, and then attend the local premiere on Oct. 1.

New Pact for Murphy

HOLLYWOOD, Aug. 28. – Resulting in a 16-year relationship between Universal International and Audie Murphy, a new contract was negotiated today providing for a picture a year for next seven years, which becomes effective upon completion of the two top-budget films starring Murphy later this year.

Way Cleared for Merger Plan

(*Continued from page* 1)

objection to this transfer by the government.

At the same time RKO also settled anti-trust litigation involving $102,000,000 pending for several years in U. S. District Court between Skouras Theatres Corp. and its affiliates and List Industries Corp., parent company of RKO Theatres. This settlement included termination of a counter claim filed by RKO against Skouras, 20th Century-Fox, and the Skouras Brothers.

Discrimination Claimed

In these actions Skouras had claimed discrimination by the major distributors – with the exception of 20th-Fox–in giving product to RKO theatres in the New York area. The settlement between Skouras and RKO yesterday involved these parties only with the suit against the distributors still pending.

RKO is to submit a stipulation of dismissal of all these actions and turn over the agreements to Skouras Theatres in settlement.

The acquisition of more Metropolitan stock by UATC is part of its plan to effect a merger with Skouras Theatres and the Randforce Amusement Corp. and their subsidiaries. Randforce, like Skouras, is part of Metropolitan Playhouses.

Has Half Interest

Metropolitan has a 50 per cent interest in both Skouras and Randforce and in turn is 60 per cent owned by UATC, which, when it completes its acquisition of Skouras and Randforce stock, will have 100 per cent control of the two companies both directly and through Metropolitan. UATC acquired 100 per cent interest in Rowley United Theatres in a similarly involved deal in 1955.

Mayer Memorial Award For Newcomers Urged

From THE DAILY Bureau

LOS ANGELES, Aug. 28.–Establishment of a Louis B. Mayer Memorial Award to be bestowed annually on the newcomer who makes the outstanding contribution of the year to the motion picture industry was urged in a letter from Sy Weintraub, president of Sol Lesser Productions, to George Stevens, president of the Academy of Motion Picture Arts and Sciences.

Sees Two-Way Advantage

Such an award would have the twofold effect of recognizing and encouraging new talent "and of perpetuating a memorial to one of the giants of the entertainment world," Weintraub said.

He suggested the establishment of "a special annual award to be made to the newcomer in any branch of motion picture making who contributes the most to the industry in general that year. This individual might be an actor, a writer, a designer, administrator, producer, director, technician or any of the other members of the motion picture team."

Switch Variety Date

DETROIT, Aug. 28.–Variety Club of Detroit, Tent No. 5, will meet for the election of officers for 1958-59 on Sept. 23 instead of 16. Change was made to avoid conflict with the annual convention of Michigan Allied. Variety will meet at Hotel Tuller.

Gould to Guild Films

Michael Gould, sales representative associated in the past with Paramount, Warner Brothers and Allied Artists and most recently with Official Films, has joined Guild Films. He will work in the Chicago territory under Marvin Lowe, midwest division manager.

Adams Will Address IENE Meet Sept. 9

Special to THE DAILY

BOSTON, Aug. 28.–Horace Adams, president of national Allied, has notified Edwin J. Fedeli and Richard A. Smith, co-chairmen of the annual convention of Independent Exhibitors Inc. of New England, that he will attend the meeting on Tuesday, Sept. 9, at Toy Town Tavern, Winchendon, Mass.

Adams will briefly address the group that afternoon. Jack Byrne, M-G-M sales manager, is the principal speaker.

Tolchin on WMGM Bd.

Arthur M. Tolchin yesterday was elected to the board of directors of WMGM, the Metro-Goldwyn-Mayer 50,000 watt radio station in New York City. Tolchin has been associated with WMGM since 1937, when it was operated under its old call letters, WHN. He became assistant director of sales in 1945 and was appointed director of sales in 1951. In September, 1954, he became head of the station.

Sell Minn. Theatre

MINNEAPOLIS, Aug. 28. – The 4,000 seat Radio City Theatre here has been sold to WCCO television and radio station by Minnesota Amusement Co. The house will be closed Oct. 15 and new owners do not plan to operate it as a theatre. Price of the sale was not disclosed.

Reopen Ohio Theatre

DESHLER, O., Aug. 28. – E. A. Goller has reopened for weekend operation the Star Theatre, only film theatre in this town of 1,500 population. The house had been closed all summer.

REVIEW:

Ghost of the China Se

Columbia

Charles B. Griffith has written produced a fast-moving story of escape of a small group of Americ and others from the Philippines a the invasion by the Japanese. flight leads through jungles to open sea where a U. S. sailor l them to a seedy looking coastal that had been seized by himself other sailors after their ship had b sunk.

It's an oddly assorted crew of trasting personalities inspired wit will to live that leads some of t to heroic sacrifices. First there is M tin French, a rough and ready i vidual with a shadowy past as fo army officer and adventurer, pla by David Brian; second, Justin W (Lynn Bernay), who owns a s plantation and is inclined to gance; her pro-American Japa auditor, Hito Matsumo (H Chang), and the lost sailor, L Peters (Jonathan Haze).

The suspense begins at the start as Brian, Miss Bernay and H Chang head for the jungle in plantation truck. They are capt quickly and are sitting in the ju facing a rapid-fire gun held b Japanese soldier when the s comes out of the thicket and att the guard.

They get started in the an craft, hit another island where U. S. soldiers are destroying supplies, reach another island w they waylay a Japanese truck gas. A pacifist clergyman sudd turns hero when he discovers sneaking up behind his friends reaches for the rapid-fire gun. T is drama right to the finish when drifting fugitives sight a cruiser think it is Dutch. It proves to Japanese, but English planes c to the rescue.

Both the jungle and sea shots beautiful to watch and are used fectively to maintain the dran tension. Fred F. Sears directed picture.

Running time, 79 minutes. Ge classification. Release, in Septem

James M. Jer

Five Films Gross Ove Million Pesos in Mex

Special to THE DAILY

MEXICO CITY, Mex., Aug. During the first half of 1958, M City premiered 173 pictures, 40 cent of which were Mexican. Fiv these films brought more than million pesos each to the box-of but the record was made by a Sp production, "El Ultimo Cuple," w made, in the first 26 weeks of ex tion, 1,969,150 pesos, and is no its 44th week.

'Wind' Booked at St

Universal - International's "R Wind in Eden" will be the nex traction at Loew's State Theatre

All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

. 84, NO. 44 NEW YORK, U.S.A., TUESDAY, SEPTEMBER 2, 1958 TEN CENTS

ITORIAL

hibition and the B Campaign

By Sherwin Kane

VIOUSLY, for whatever reason, xhibitor groups which spent so nuch time, thought and en- asm in originating and advancing lans for an all-industry business- ing campaign, have been let by their constituents and un- tedly are as dismayed over the nt sorry state of the projected aign as are the distributor ad- sing-publicity executives who de- l so much time, thought and labor s planning last year and this. e evidence that the great mass xhibitors has lost whatever en- asm it may have had for a busi- building campaign is unmis- le in the fact that after five hs of solicitation and urgings, itors have contributed approxi- ly $150,000 in cash of their 0,000 share of the budget.

consequence, no starting date is iew for a campaign which was ve gotten under way last June 1.

post-war industry experience, ssful internal industry money- g appears to have been limited e combination of Compo field nittees and distribution sales s in collecting Compo dues.

ail or phone appeals to exhibitors, urgings and solicitations by re- l exhibitor organizations, have fruitless, on the whole.

was not sufficient for the b-b aign executive committee to re- n Winston Churchill's words, to pleas of exhibitor leaders for a aign plan: "Give us the ammuni- and we'll give you the victory!"

e ammunition—cash on the bar- ad—was not forthcoming.

e b-b campaign plans, as ed, are sound. They include excellent ideas. The need for campaign is beyond question.

t, the money is lacking.

e conduits to exhibitor purses ob- ly have not been opened.

here the fault lies is not for this nn to say. But there is a lesson to arned from this experience.

t only must workable methods llection be established in advance rojects designed to benefit all xhibition, but the cash should before, not after, the gruelling, consuming labor required to a plan to completion is begun.

Fox Completes Filming of 12 Pictures Scheduled for Release Rest of '58

From THE DAILY Bureau

HOLLYWOOD, Sept. 1.—Filming on all of 20th Century-Fox's releases for the remainder of 1958 has been completed, it was announced by executive producer Buddy Adler at the weekend. With the completion at the Hollywood studios of "Rally Round the Flag, Boys!," "These Thousand Hills" and "The Remarkable Mr. Pennypacker," the film company now has, in various stages of production, a dozen major attractions for release between now and January, 1959.

Plato Skouras' "Villa!" has just been finally scored and edited and will be shown to 20th-Fox executives later

(*Continued on page* 5)

MPEA Resumes Soviet Deal Talks Tomorrow

The Motion Picture Export Association board of directors is scheduled to meet here tomorrow for further briefing and discussion of the proposed resumption of film sales negotiations with the Soviet, although the deliberations originally scheduled for next Monday in Moscow have now been postponed to Sept. 15.

Eric Johnston, who was appointed by President Eisenhower as the American representative in the U.S.-Soviet film negotiations, will preside at to-

(*Continued on page* 2)

New UA Branch Heads Set in Phila., Buffalo

Major changes in United Artists' Philadelphia and Buffalo exchanges will take effect today when Al Glaubinger, branch manager of the Buffalo office, takes over the Philadelphia branch and Burt Topal, salesman in the Albany office, takes over the management of the Buffalo office, it was announced by James R. Velde, general sales manager.

Glaubinger, who has been with the company since 1951 started his career with R.K.O. Pictures in 1946 as a

(*Continued on page* 2)

Myers Feels Producers Wield GOP Influence

From THE DAILY Bureau

WASHINGTON, Sept. 1. — Since publication of a list of contributors to the Republican 1956 election campaign, Allied States is beginning "to suspect there are other reasons for the Department's (of Justice) amazing attitude" with respect to Allied com-

(*Continued on page* 4)

Eisenhower OK's Boost In Social Security Rates

From THE DAILY Bureau

WASHINGTON, Sept. 1. — Social Security tax rates for both employers and workers will go up Jan. 1 under a new law signed by President Eisenhower on Friday. At present an employer and his employee each pay a 2¼ per cent tax on the first $4,200

(*Continued on page* 2)

30 Top Pictures Coming from Hollywood for Rest Of Year; Dramas Predominate in Types Available

Exhibitors can look forward to the same number of top pictures—about 30—for the period from Labor Day through the Christmas holidays which were available in those four months last year, a survey of release charts revealed at the weekend. Schedules for November and December are still tentative for some distributors, but indications were that changes, if any, would not alter the number of films to be released.

Emphasis for the rest of the year will be on drama, the survey revealed, with exactly half of the films slated falling into that category. Comedy is second with nine of that type and action-adventure follows with four.

In contrast only two top westerns and musicals each will be available from Hollywood in the next four months to patrons whose tastes run in those directions.

Color photography predominates in the some 30 pictures with 70 per cent having it.

Climax

Decisive Meet Due on Fate of B-B Campaign

May Be Abandoned; Feel Exhibitors Lost Interest

There is a strong likelihood that the executive committee of the all-industry business-building campaign will again be called into emergency session, either this week or as soon as all committee members are available to attend.

The question for the committee to decide then will be whether the campaign should be postponed indefinitely or called off completely.

The reason is that the exhibitors who initiated the campaign plan and were to finance half of its cost have

(*Continued on page* 4)

'Windjammer' Booked At Warner Theatre

"Windjammer," the Cinemiracle production, will resume its local engagement at the Warner Theatre after the run of the current Cinerama film, "South Seas Adventure," Elmer C. C. Rhoden, president of National Theatres, has announced.

"Windjammer" is presently at the Roxy, where it will end its engagement on Sunday, Sept. 21.

'Defiant Ones' Booked At Victoria Theatre Here

Stanley Kramer's "The Defiant Ones" will be the next attraction at the Victoria Theatre here, it was announced by William J. Heineman, United Artists vice-president in charge of distribution. It follows UA's "La Parisienne," now in its fifth week.

Television Today Page 5

PERSONAL MENTION

RUSSELL V. DOWNING, president of Radio City Music Hall, plans to leave at the end of the week on a Western vacation trip and will visit Hollywood studios before returning to New York.

•

MILTON R. RACKMIL, president of Universal Pictures, will return to New York tomorrow from Hollywood.

•

JERRY WALD, producer of 20th Century-Fox's forthcoming "In Love and War," will arrive in New York early this week from Washington, D. C.

•

H. J. YATES, Republic Pictures president, and WILLIAM SAAL, his assistant, returned to the Coast from New York over the weekend.

•

RUTGERS NEILSON, of the Fred Astaire Dance Studios, has returned to New York from a vacation in Atlantic City.

•

SIDNEY SCHREIBER, Motion Picture Association general counsel, is due back in New York today from the Coast.

•

PAUL COSTELLO, district manager for Warner Theatres in Philadelphia, has become a grandfather with the birth of a son to MRS. JOHN COSTELLO of Hollywood.

•

STEVEN CSILLAG, of the Paramount Studio musical staff, left here at the weekend for London via B.O.A.C.

•

EDWIN CATLIN, Warner Brothers city sales manager in Cleveland, has left here for Las Vegas and the Coast.

•

ABE GOODMAN, 20th Century-Fox advertising director, became a grandfather last week when his daughter, MRS. STANLEY FRIED, gave birth to a girl, HOLLY JILL, at Long Island Jewish Hospital.

Will of Harry M. Warner Is Admitted to Probate

From THE DAILY Bureau

LOS ANGELES, Sept. 1. – The will of Harry M. Warner, which disposes of an estate estimated at $6,000,000, was admitted to probate on Friday in Superior Court. Judge Kenneth Chantry approved admission of the document, which bequeathed the bulk of the estate to the widow, Mrs. Rea E. Warner.

New Consumer Magazine On Films Out Today

Special to THE DAILY

BERKELEY, Calif., Sept. 1. – A new magazine devoted to motion pictures, called "Film Quarterly," will make its first appearance on the newsstands tomorrow in a new publishing venture by the University of California Press here and in Los Angeles. Announcement of the publisher states that the magazine will "attempt to provide a critical journal of film comment that will compare with serious critical journals dealing with other art forms." Editor is Ernest Callenbach.

Subject Matter Varied

First issue contains articles on Buster Keaton and an interview with him; the San Francisco film festival; the "femme Fatale" in films; the appeal of "Dragnet" and reviews of several recent films. "Film Quarterly" will appear on the first of September, December, March and June of each year.

UA Branch Heads

(*Continued from page* 1)

salesman in the home office. Prior to that he spent four and a half years in the U. S. Navy, leaving the service as a Lieutenant, J.G. In 1951 he was branch manager of Eagle Lion's Cincinnati office, then moved over as salesman with UA's Boston exchange. In 1956 he was appointed manager of the Buffalo branch, which supervises the Albany office.

Burt Topal, who started with UA in 1954 as salesman in the Albany office, got his start at the M-G-M home office in 1949 in the contract and booking department. Stanley Kositsky, present manager of the Philadelphia branch, will remain with the office in a sales post.

Theatre Is Remodeled

BALTIMORE, Sept. 1. – The Times Theatre, recently acquired by the Jack Fruchtman circuit, has been closed for remodeling. The entire lobby is being rebuilt; a new front erected; interior being redecorated; seats renovated and the marquee refurbished. Reopening date has not been announced. The house was taken over from Louis Shector.

25 Loews Book Bardot

"La Parisienne" has been set by United Artists for 25 key Loew Theatres around the country for the first two weeks in September. Major cities where the film will be played include Nashville, Providence, Buffalo, Niagara Falls, Columbus, Dayton, Canton, Cleveland, Evansville, Bridgeport, Harrisburg, Reading, Wilmington, Memphis, Richmond and Syracuse.

More Family Pictures Urged by Steve Broidy

From THE DAILY Bureau

HOLLYWOOD, Sept. 1.—More pictures directed to the family audience were urged here at the weekend by Steve Broidy, president of Allied Artists, who said he had alerted all producers affiliated with the company to be on the lookout for that type of story material.

"The industry as a whole may be concentrating too strongly on high-powered exploitation-type subjects or stories built around violence and sex," Broidy said. "It is true that this type of picture is easiest to sell and on many occasions achieve big grosses, but the family audience can offer equally profitable results if the right entertainment is offered them. Variety is all-important if we are to build bigger audiences."

Broidy said that his viewpoint stemmed from excellent grosses achieved by AA's "The Little Hobo" in the first week of its multiple first-run. The picture took in $85,000 for the week, and Broidy said this proves there is still a tremendous family audience "even in the biggest cities."

Eisenhower Signs

(*Continued from page* 1)

of the worker's annual wages. Starting Jan. 1 each will pay 2½ per cent on the first $4,800 of annual wages.

Tax on self-employed persons will increase from 3 3/8 per cent to 3¾ per cent on the first of the year and the wage base will also go up.

The increase in tax rates is designed to help finance an increase in Social Security benefits and to go part way toward overcoming an actuarial deficit now in the Social Security trust fund.

Ellis Acquires 'Therese'

Ellis Films has acquired "Miracle of Saint Therese," which was formerly titled "Trial at the Vatican," it was announced by Jack Ellis, president. The picture is in English and is based on the life of Saint Therese of Lisieux. Fall release is scheduled.

AA Dual in Portland

HOLLYWOOD, Sept. 1. – Marking the first time a picture has been booked for a day-and-date first run opening in Portland, Ore., three drive-ins: Sandy Boulevard, Super 99, and Family will open Allied Artists' "The Littlest Hobo" and "Bullwhip" combination on Wednesday.

Columbia Duo to Bow

The Columbia double-bill offering of "The Camp on Blood Island" and "The Snorkel" will make its local bow at Loew's Metropolitan Theatre, Brooklyn, tomorrow.

Soviet Talk

(*Continued from page* 1)

day's meeting of the MPEA, of w he is president.

The big problem in the comin gotiations still is what the Ame companies will have to take from Russians in order to make a deal, much they will be asked to pay what they will do with any Ru films they may acquire as part o negotiations.

29 Films Available

Approximately 14 U.S. films att ed the interest of the Russian de tion which came here from Mo last spring. Those and approxim 15 others which have been assem by the companies recently for forthcoming Moscow sessions, wil ure in the talks there. American panies said there are three or Russian films which conceivably be distributed here that they seen so far.

Russian demands for recipr and low cash bids for outright chase of American films, contr with top price tags on the Ru films have made the possibility deal remote up to now.

Shelton, Clark Also Going

Johnston will be accompanie Moscow by his assistant, Ke Clark, and by Turner Shelton, o U.S. Information Agency.

Use Color Ad

DETROIT, Sept. 1.—The Ho and Van Dyke Drive-Ins insert two-color, 14-inch by five-colum in yesterday's "Detroit Free Pres promote the opening of the NTA bill, "Adventures of Tom Sa and "Gulliver's Travels." The tantamount to double the the regular coverage.

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LET'S TALK ABOUT THE FELLOW IN THE MIDDLE...

He's really not dead . . . He's the livest thing in show business right now! Treat him right, and you'll find he's the best friend you've had in years!

The aim of the founders of American International Pictures, Jim Nicholson (he's the fellow on the right), and Sam Arkoff (he's the fellow on the left), is to turn out well planned exploitation pictures that will earn a profit for showmen. Wherever the Hollywood originated "do it yourself" advertising has been thoroughly used the results have been uniformly tremendous. The highly acclaimed ***MACHINE GUN KELLY & **THE BONNIE PARKER STORY** rolled up sensational record breaking grosses in an eighty theatre saturation booking in the Cincinnati territory; **ATTACK OF THE PUPPET PEOPLE & WAR OF THE COLOSSAL BEAST** topped all "big" company grosses in a Los Angeles multiple first run; **HOT ROD GANG & HIGH SCHOOL HELLCATS** produced the best **AIP** results to date in the Kansas City territory. Impressive first engagements are coming in on three more combinations just starting into distribution: **TANK BATTALION & HELL SQUAD; HOW TO MAKE A MONSTER & TEENAGE CAVEMAN: SHE GODS OF SHARK REEF & NIGHT OF THE BLOOD BEAST.** Next — come two of the absolutely greatest horror shows ever produced by these specialists in the field. First, the "gimmick" loaded shocker, **THE SCREAMING SKULL** (he's the fellow in the middle); and then, shortly afterwards, the never-to-be-forgotten thriller of a lifetime, **THE SPIDER!**

*MACHINE GUN KELLY *"Roger Corman, who produced and directed has taken a good screenplay and made a first rate picture" —Variety*

Variety also says, "One of the best exploitations duos of the year."

**THE BONNIE PARKER STORY *"Stanley Shpetner, who produced and wrote, deserves a plus credit for the exploitation shocker" —Independent Film Journal*

HIGH SCHOOL HELLCATS *"Strong appeal for young audiences and it pleases them" —Jack Moffitt, Hollywood Reporter*

American International
PICTURES

Sign Mexican, Italian Co-Production Deal

Special to THE DAILY

MEXICO CITY, Mex., Sept. 1.—A contract for co-production of Mexican and Italian pictures, has just been signed in Rome by Lic. Eduardo Garduno, president of the National Cinematographic Bank on one side, and some of the Italian Government representatives and Italian producers on the other.

Plans for enlarging both Mexican and Italian production of films with international appeal. have been made and the contract stipulates that all pictures produced in either of the two countries shall enjoy all the benefits and concessions granted to home-made films. Distribution will be made this way: Italian production will include Italy, ex-Italian Africa, Malta, Italian Circuit in United States and ships with Italian flag. Mexico: all Latin America, and Spanish circuit in the United States.

Myers Feels

(*Continued from page 1*)

plaints about industry consent decree enforcement, Abram F. Myers, Allied chairman and general counsel, asserts in a letter to Sen. H. H. Humphrey, chairman of the Senate Small Business subcommittee, the text of which was released at the weekend.

Myers presumably was goaded into writing the letter by the release last week of copies of a letter sent to Sen. Humphrey by Louis Phillips, Paramount Pictures vice-president and general counsel, replying to Allied's recently published "white paper." Phillips termed contents of the Allied pamphlet a "rehash" of charges heard and disposed of by Sen. Humphrey's subcommittee in 1956 and said if producers and distributors attempted to meet Allied's demands it would be doubtful if they could survive, or the theatres, either.

Draws on Congressional Record

Citing the Congressional Record, Myers said contributors of $5,000 or more to the Republican 1956 campaign fund included independent producer Samuel Goldwyn, Eric Johnston, Louis B. Mayer (deceased), television producer Robert Montgomery, Serge Semenenko, first vice-president of the First National Bank of Boston and a member of the board of Warner Bros.; Spyros Skouras, Harry M. Warner (deceased), and Jack L. Warner.

Myers also mentions Floyd Odlum of the investment company, Atlas Corp., and John Hay Whitney, Ambassador to Great Britain, as large Republican campaign contributors who have motion picture interests, but adds that since they have other greater interests, "it would be unfair to regard this (their contributions) as motion picture 'influence' money."

Myers also recites in the letter to Humphrey that Attorney General Rogers formerly was associated with the New York law firm of Royall, Koegel, Harris and Caskey, attorneys for 20th Century-Fox, and that Stanley Barnes and Victor Hansen, former heads of the Anti-Trust division, "were appointed from the Los Angeles area, wherein Hollywood is located."

"Even if my clients had no stake in this controversy," Myers writes, "I would deem it my duty to pursue this matter in the public interest until this very rotten situation is exposed."

He adds that "when Congress assembles you will be presented with a full report on how the exhibitors sought to carry out your recommendation that a bona fide effort be made to create an industry arbitration system and how the film company representatives said 'no' to every proposal advanced by the exhibitors."

Myers complains that a copy of Phillips' letter to Humphrey was not made available to him and refers to Phillips as one "who has been put forth by the film companies as their hatchet man in recent disputes with independent exhibitors."

Vital Meet Due on B-B Drive

(*Continued from page 1*)

been unable, in five months time, to raise enough cash to make possible the start of even the radio promotion phase of the campaign, the first of the three joint programs which comprise the all-industry campaign.

Following the second emergency meeting of the executive committee last Aug. 13, it was decided to raise a $25,000 balance needed to start the radio promotion by a special solicitation of circuits and other exhibitors, requesting authorization to redeem unpaid balances of their campaign pledges to make up the deficit. A deadline for the exhibitor replies was set for last Wednesday. It was reported that up to the end of last week less than $5,000 additional had been realized, leaving a balance of about $20,000 to be raised.

Distributors Losing Hope

Distributors, who agreed to match exhibitor contributions dollar for dollar, and who have been hopeful up to the past few weeks that the campaign could be saved, are frankly pessimistic now.

Informal distributor comments could be interpreted as indicating a feeling that the time has come to forget about the b-b campaign, either permanently or for the time being, at least.

'We Agreed to Go Along'

Said one: "The exhibitors were the ones who wanted this campaign originally. We agreed to go along, not only financially but with the aid of our best advertising-publicity talent in drawing up the campaign plans. Now, with this startling show of exhibitor indifference over providing the wherewithal to get the campaign started, there seems little reason for distributors to devote any more time or thought to it."

Another said: "I think the executive committee should be called into meeting as soon as possible and a decision made to call the whole thing off unless the money needed is immediately available."

June 1 Start Had Been Planned

As originally conceived, the campaign was to have started last June 1 with a six months radio promotion costing $300,000, using stations covering 100 markets. This was to have been followed by a $950,000 newspaper advertising campaign in 535 newspapers in 323 cities, and by a $150,000 public relations campaign embracing only such projects as would be likely to build attendance at film theatres.

The total campaign cost, $2,300,000, was to be shared equally by exhibitors and distributors. The latter already had assumed the cost of the Academy Awards telecast last March but agreed to recoup the exhibitors' 50 per cent only from any exhibitor contributions received in excess of $1,150,000.

$150,000 from Exhibitors

Solicitation of exhibitor contributions was begun early in April. Since then, approximately $150,000 in cash has been contributed.

After it became apparent that exhibitor contributions would not approximate the minimum needed to proceed with the complete campaign as planned, efforts were concentrated on raising only enough for the radio promotion and, presumbly, forgetting about the remainder. Distributors, however, have not yet indicated that such a proposal would be acceptable to them, should it materialize.

Awards Created fo Mexican Festival

Special to THE DAILY

MEXICO CITY, Mex., Sept. The National Institute of Fine has created awards, with the nam "Chalchihuites," (meaning emeral jade) to be delivered at the first i national cinematographic festiva be celebrated in Mexico City October.

Lic. Miguel Aleman, Jr., has appointed general coordinator fo show, which will take place at National Auditorium, now being modeled. A CinemaScope scree being installed and a gigantic board will be placed at the entr

Stars Expected to Attend

Italian technicians in charg technical direction at the ar Venice festival are coming to M with such purpose. Prices to charged are being discussed wit mayor of the town, but it is exp to have the rates of twenty, four, and two pesos, approved. R Japan, Sweden, and Italy have ficially accepted invitations to pa pate in the show. Many internatio famous stars are expected to atte

Phila. Newsboys Wee Slated for October 3

Special to THE DAILY

PHILADELPHIA, Sept. 1.-Newsboys Week, co-sponsored b Philadelphia Variety Club, Tent 13, and the "Philadelphia Inqu will be held on Friday, Oct. 3, some of the city's best known cit will be on street corners selling papers just as they did when were boys. The proceeds will the Variety Club's Camp for H capped Children, the local Tent's jor philanthropy.

To Increase Seating

WALLA WALLA, Wash., Se —The new theatre at Whitman lege will increase seating capaci 300, president Chester C. Maxa reported. The latest motion pi equipment will be installed with ple space provided for stage pr tions.

Change Theatre Nam

NASHVILLE, Tenn., Sept. Crescent Amusement Co. has announced plans to close its Bel Theatre, which operates on an art icy, this Wednesday for two da order to refurbish the theatre. It reopen on Friday as the Belmon Theatre. Capacity of the house is

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elevision Today

I OUR VIEW

HETHER the current excitement ver the alleged "fixing" of cer- ain quiz shows remains on the page very long will depend, of e, on the flow of other news and elative circulation value of the stories. That the public's memory orter than a three-dollar bill is y is notoriously a fact. But it d not be well to rely too heavily e shortness of the public memory. wise, there is certainly an object n or two to be learned from this e incident.

is unquestionably a basic fact of n nature, if you will, that where is money, and large portions of , to be handed out, there will be nery, undercover procedures, and pts, at least, at sharp practice of ort or another. However, in view e fact that such actions are in- ble, it becomes doubly imperative all those in authority and respon- concerned with such program ial be triply alert, on guard and e of the possibility of trouble.

•

r trouble it is, in large measure, dless of how soon it will fade the front and center of public iousness. The sponsors of these ams are going to step most y for some little time, since it is able that the public, even sub- iously, will associate the quiz am with its sponsor, and now quiz show will be suspect, for ile, at least. There is no possible ion but that, even if these alle- ns are true in any part, they in- only a very few of the many s currently on the air. And even ese cases, the sponsor and the ork are equally guiltless. As a r of fact New York District At- y Frank Hogan acknowledges up to now he does not know how is the matter is legally, and that derable further "digging" is nec- y before even a presentment to grand jury is called for. Never- ss, the legal aspects of the matter econdary, from the standpoint of elevision industry.

•

st and foremost is the fact that levision suffers from such a be- hing situation, and it is obvious, inly, that all will be tarred with ame brush. The old cliches all trotting along; one bad apple spoil the whole barrel, the inno- suffer with the guilty, etc., etc. e networks involved in the situ- and the sponsors of the programs ved have issued swift and proper nents, clarifying their own posi- indicating their concern, and g prompt careful study of the matter by the authorities. That is right and proper. But that, it is to be feared, is much like locking the door after the horse is stolen. It helps a little, but the general public remembers the damage more than it cares about the explanation.

Another aspect of the situation which hurts is that the newspapers generally realize constantly that television, like the motion picture for all these years, is a wide open target for anything even slightly out of line, in any direction. This has been a perfect case in point.

•

It is apparent, then, that the television industry must take steps to see to it that this kind of thing does not occur again. This will pass and in time be forgotten, but the harm it has done and may yet do will leave a bad taste for a longer while. There is little use crying about what has happened, but it is most certainly of the utmost importance to see to it that it doesn't happen again.

—*Charles S. Aaronson*

Skiatron Asked PT&T For Wiring Study Only

From THE DAILY Bureau

HOLLYWOOD, Sept. 1. – Denying a published report in a Hollywood trade paper that Pacific Telephone and Telegraph Co. was in negotiation or close to any agreement with Skiatron Television Corp. for special wiring of Los Angeles and San Francisco for pay-TV in time to open the baseball season next April, an official of PT&T had this to say:

"Skiatron has asked PT&T to engage in engineering studies in several California areas to determine estimated company charges under varying field conditions for furnishing coaxial television distribution network to it.

"PT&T has the matter under consideration and as yet has not reached a conclusion as to whether it will accede to the request. The study would not be made without the Public Utilities Commission's concurrence, and, if made, Skiatron would pay for the cost of the study."

Guild Films Holds Sales Meeting Here

Guild Films' annual fall sales meetings were held over the weekend. John J. Cole, president of Guild, addressed the meetings, at which stock options were granted to key sales personnel. The sessions were attended by more than 30 sales representatives, corporation and production executives.

Cole also told of the company's fall programming plans, which include the distribution of the 150 "Spunky and Tadpole" color cartoons and the 79 episodes of "Curtain Time" (formerly titled "Telephone Time").

AIP Will Be Host at TOA Convention Lunch

American International Pictures will be host at one of the luncheon meetings at the 11th annual convention of Theatre Owners of America, at the Hotel Americana in Miami Beach, Fla., Oct. 21-25, it was announced by TOA headquarters here.

James H. Nicholson, AIP president, will also be among the speakers at the five-day convention, it was disclosed by the convention co-chairmen, S. L. Gillette of Salt Lake City; Sumner Redstone of Boston, and J. B. Schuyler of Butler, Wis.

Fox Completes 12

(*Continued from page 1*)

this week. "The Inn of the Sixth Happiness," Buddy Adler's production starring Ingrid Bergman, Curt Jurgens and Robert Donat, is being edited and scored in London. Malcolm Arnold, Academy Award-winner for "The Bridge on the River Kwai" is composing the score for "Inn."

In Paris, Darryl F. Zanuck is putting the final editing touches on "The Roots of Heaven," scheduled to open on a reserved-seat basis at New York's RKO Palace Theatre this Fall.

John Huston's "The Barbarian and the Geisha" will also be completed early this month.

Jerry Wald's two holiday attractions, "In Love and War" and "Mardi Gras" are being scored at the studio. Wald will show 20th executives rough-cut prints of the two productions this week.

Other productions being either scored or edited currently are "A Nice Little Bank that Should Be Robbed," George Stevens' "The Diary of Anne Frank" and "The Sheriff of Fractured Jaw."

PEOPLE

N. P. "Red" Jacobs, president of Favorite Films of California, will be honored by his sales force with a "Tenth Anniversary Drive," starting Sept. 7 and continuing through Dec. 13. Jacobs acquired the company in 1948.

□

Mary Lou Weaver, secretary to **Bill Twig,** Warner Brothers branch manager in Cleveland, is now at the Will Rogers Memorial Hospital for her annual checkup. She had been successfully treated at the hospital from 1949 to 1951.

□

Dave Rosen, independent distributor of Philadelphia, has been named area distributor for Films Around the World.

TO

ALL UA BRANCHES

DOMESTIC AND FOREIGN

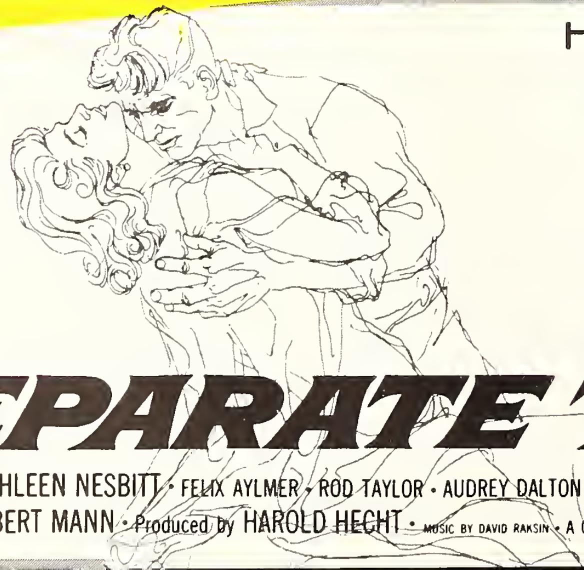
SYMBOLS
DL=Day Letter
NL=Night Letter
LT=International Letter Teleg

(59)

AUGUST 21, 1958

WE PREVIEWED SEPARATE TABLES AT LOEWS 72ND STREET THEATRE NEW YORK LAST NIGHT AND IN ALL OF OUR EXPERIENCE WATCHING PICTURES AT PREVIEW SHOWINGS WE HAVE NEVER SEEN ANYTHING LIKE IT. FROM THE START OF THE PICTURE TO THE FINAL FADE OUT THE CAPACITY AUDIENCE SAT GLUED TO THEIR SEATS. THERE WERE NUMEROUS OVATIONS FOR THE PERFORMANCES OF KERR HAYWORTH, NIVEN AND LANCASTER AND AT THE END TITLE THE AUDIENCE CHEERED AND APPLAUDED AS WE HAVE NEVER HEARD FO ANY MOTION PICTURE.

WILLIAM J. HEINEMAN
ARNOLD M. PICKER
MAX E. YOUNGSTEIN



HECHT, HILL and LANCASTER present

RITA HAYWORTH · DEBORAH KERR
DAVID NIVEN · WENDY HILLER
AND
BURT LANCASTER

SEPARATE TABLES

THR
UA

with GLADYS COOPER · CATHLEEN NESBITT · FELIX AYLMER · ROD TAYLOR · AUDREY DALTON · Screenplay by TERENCE RATTIGAN and JOHN GAY

BASED ON A PLAY BY TERENCE RATTIGAN Directed by DELBERT MANN · Produced by HAROLD HECHT · MUSIC BY DAVID RAKSIN · A CLIFTON PRODUCTIONS, INC. PICTURE · Released thru UNITED UA ARTISTS

All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

L. 84, NO. 45 NEW YORK, U.S.A., WEDNESDAY, SEPTEMBER 3, 1958 TEN CENTS

ıck to Work

IGA Members ıatify New ıtudio Pact

fective Today; Permits ·sumption of Scoring

From THE DAILY Bureau

IOLLYWOOD, Sept. 2.—Members he new Musicians Guild of Amer- ratified the contract negotiated ı the Association of Motion Pic- Producers at a special election ıting held last night at the Holly- ıd Women's Club building.

he contract, which becomes ef- ive tomorrow, will cover all the- cal and television motion pictures

(*Continued on page* 5)

kouras Gives Britons Shot of Confidence

By WILLIAM PAY

ONDON, Aug. 30 (By Air Mail)— sting with enthusiasm about the ıre of the industry and in partic- 20th Century-Fox, president Spy- P. Skouras told British newsmen he had every confidence in the ıre of motion pictures presented theatres. There has been a big urge in earnings in America, he ırmed them, which matched and

(*Continued on page* 5)

anulis Starts Work New TCF-TV Post

From THE DAILY Bureau

IOLLYWOOD, Sept. 2.—Martin ıulis begins his duties today as cutive head of 20th-Fox Television ductions. Manulis, winner of 30 ıinations and six "Emmys" for his nax" and "Playhouse 90" series the CBS-TV network, takes over the moveover of the company's sical television setup from its stern Avenue studios to the West- ıd lot has been completed. He will fer with executive producer Bud- Adler and other studio officials production plans for TCF-TV. ong the filmed series to be released How to Marry a Millionaire."

Eisenhower Signs Tax Bill Exempting First Ticket $1

Labor Day Holiday Weekend Grosses Good

The long Labor Day holiday weekend brought good business to Broadway and other first runs, circuits and distribution companies reported yesterday. Grosses in many instances were above those of a year ago but, as is the rule, the individual attraction told the story.

In midtown, Radio City Music Hall, which has been going strongly all summer, had a fine weekend, taking $143,000 for the first five days,

(*Continued on page* 2)

Grant Injunction in Stagehand Picketing

Special to THE DAILY

TORONTO, Sept. 2.—Seven theatres here forced to close yesterday by picket lines set up by stagehands on strike are assured of being operated at least until Friday by an injunction given in court today. Lou Lodge, business agent for the projectionists

(*Continued on page* 2)

Long Awaited Relief Measure Becomes Law; Effective January 1; Compo Heads And Industry Leaders Elated by Action

By J. A. OTTEN

WASHINGTON, Sept. 2.—President Eisenhower today signed into law a bill granting important new admission tax relief.

Effective Jan. 1, 1959, the 10 per cent Federal admissions tax will not apply to the first $1 of ticket charges. Right now, the tax is not levied on tickets costing 90 cents or less, but tickets costing over 90 cents are fully taxable. Actually, since the 10 per cent tax applies only to major fractions of 10 cents, tickets can be priced as high as $1.05 without incurring any tax under the new law.

The President signed the tax change, part of a large excise tax revision bill, at his vacation headquarters in Newport, Rhode Island. White House officials had no word tonight whether the President had issued any

(*Continued on page* 4)

Distribution of Allied's 'White Paper' Starts

Allied States Association has already begun distribution of its so-called White Paper, "What the Motion Picture Theatres Mean to You and What You Can Do to Save Them," among members of Congress, State governors and members of state legislatures and business men and banks, Irving Dollinger, chairman of the Emergency Defense Committee, said yesterday at a press conference.

The inclusion of governors and state legislatures was decided upon on

(*Continued on page* 5)

Industry Leaders' Congratulations Swamp Compo As Ike Signs Tax Bill

Messages from all over the country poured into the COMPO offices yesterday congratulating Robert W. Coyne, COMPO special counsel, and his associates for COMPO's latest triumph in obtaining further admission tax relief.

Among messages of congratulation and commendation were a number from veteran non-industry observers in Washington. These were unanimous in declaring that COMPO had achieved what amounted to a miracle in obtaining tax relief in the legislative climate that existed in the capital during the past session of Congress.

They pointed out that not only has the Eisenhower Administration been steadfastly opposed, since its inauguration in 1953, to any tax cuts, but that this year its opposition was supported by a Democratic-Republican Congressional coalition that turned thumbs down on all tax cut proposals. The reason for this, it was explained, was that the Government is facing a $12 billion deficit, which made a revision necessary in the national debt ceiling.

Coyne, who spent nearly every day of the last several months in Washington, credited the campaign's success to two factors. One was the great legislative generalship of Senator Robert S. Kerr of Oklahoma. The other was the sympathetic attitude most Senators and Congressmen have toward the industry. This sympathetic attitude, he asserted, was a consequence of the efforts of industry tax

(*Continued on page* 4)

Ohio Paper May 'Edit' Theatre Ad Copy

Special to THE DAILY

COLUMBUS, Sept. 2.—Threat of censorship of their ads in the Columbus "Dispatch," leading local daily, hangs over local theatres. George Smallsreed, Sr., editor-in-chief, said the editorial department will "edit" offending ads if it believes that to be necessary.

In a letter sent to all Columbus

(*Continued on page* 2)

Zanuck Coming Here for 'Roots' Screening, Talks

Darryl F. Zanuck, producer of "The Roots of Heaven," opening next month at the RKO Palace Theatre on a reserved-seat policy, will arrive here later this week with a rough-cut print of the picture to show 20th Century-Fox executives. Zanuck, who showed the film to company president Spyros P. Skouras in Paris, will arrive

(*Continued on page* 2)

PERSONAL MENTION

MILTON R. RACKMIL, president of Universal Pictures, returned here from Hollywood last night.

•

FREDERICK BRISSON, producer, and his wife, ROSALIND RUSSELL, arrived here from Europe yesterday on the "Queen Mary."

•

NICK E. BRICKATES, eastern Connecticut district manager for Stanley-Warner Theatres, has returned to New London from Old Orchard Beach, Me.

•

LOU COHEN, of Loew's Poli, Hartford, has returned there from Dallas.

•

MISS JEANNIE MORRIS, daughter of SEYMOUR L. MORRIS, Schine Circuit publicity and exploitation director, and MRS. MORRIS, was married in Albany recently to DR. PAUL C. BOOMSLITER, professor at State Teachers' College there.

•

MILTON E. COHEN, United Artists' supervisor of sales for "Around the World in 80 Days," is in Los Angeles and San Francisco to confer on plans for distribution of the picture in those areas.

•

FRED SWEET, managing director for Telenews in Detroit, has returned there with his family from New England and New York.

•

JOHN THOMPSON, of Columbia Pictures' Chicago office, has returned there from Detroit.

•

SYLVAN M. COHEN, industry attorney and exhibitor in Philadelphia, has announced the Confirmation of his son, STEPHEN BRUCE, on Sept. 4.

J. J. Cunliffe, 53, Was Rogers Hospital Adviser

Funeral services will be held this morning for John J. Cunliffe, a vice-president of the Chemical Corn Exchange Bank well known to members of the industry, who died suddenly last Sunday. Cunliffe was financial adviser to the Will Rogers Memorial Hospital board of directors for the past three years and had been active in much of the film financing done by his bank. He had been with Chemical 33 years.

A Requiem Mass will be at 10 A.M. at St. Vincent Ferrer's Church, 66th St. and Lexington Ave., with burial following at Gate of Heaven Cemetery. Cunliffe, who was 53, is survived by his wife, Margaret, and two daughters, Joan, and Mrs. Arthur Brett, Jr.

Technicolor Takes Over Warner Laboratories

Warner Bros. and Technicolor jointly announced yesterday that the acquisition by Technicolor of the Warner film laboratories, buildings and equipment, located in Burbank, California and Brooklyn, New York had been completed August 29. The purchase price was not disclosed.

For some time Technicolor has been handling a substantial part of Warner's film laboratory and processing requirements.

Dr. Herbert T. Kalmus, president and general manager of the Technicolor companies, commented on Technicolor's 40 year record in the color field and said, "Now for the first time Technicolor is preparing to provide the motion picture industry with its requirements in black and white. Warner Bros. Pictures, Inc. is our first customer for black and white among the major Hollywood studios. Our English affiliate, Technicolor Limited, has been doing black and white work and Technicolor Italiana in Rome will be prepared to offer these services in the very near future."

'Big Country' Opening At Astor October 1

The New York charity premiere of "The Big Country" will be held Wednesday evening, Oct. 1, at the Astor Theatre here, it was announced yesterday by William J. Heineman, United Artists vice-president in charge of distribution.

Proceeds from the benefit will go to the National Jewish Hospital at Denver, a free, non-sectarian medical center for tuberculosis and diseases of the chest. Richard E. Berlin is premiere chairman.

Walter T. Murphy

Special to THE DAILY

HARTFORD, Sept. 2.–Walter T. Murphy, manager of the American Theatre Corporation's Capitol, New London, is dead. He was a partner in the Connecticut Theatre Operating Corporation, ATC subsidiary, and at one time headed W. T. Murphy Amusement Corporation, operating the Lyceum, Crown and Capitol, all in New London.

Zanuck to New York

(*Continued from page* 1)

from London, where he supervised scoring of the production.

Zanuck will confer, while in New York, with 20th vice-president Charles Einfeld, general sales manager Alex Harrison, RKO Theatres president Sol A. Schwartz and 20th International president Murray Silverstone on plans for the forthcoming engagements of "The Roots of Heaven" both here and abroad.

Labor Day

(*Continued from page* 1)

Thursday through Monday, of the third week with "The Reluctant Debutante," and the Music Hall's stage attractions. The full week ending tonight looks like $180,000 to $185,000.

The Paramount Theatre had a good $30,000 weekend with "The Hunters," and should do $50,000 for the first full week. "The Naked and the Dead," in its fourth week at the Capitol, accounted for a healthy $17,000 holiday there. "Imitation General" gave Loew's State a nice $20,000 on the weekend, and should do $25,000 for its full second week there.

One of the standouts is "Me and the Colonel" which, with a $15,100 three-day weekend, Saturday through Monday, accounted for $27,929 for its first full week at the Odeon, a record for the house, and did $19,737 at the Fine Arts for the full week, close to capacity. Total for the two houses was $47,600. "The Vikings" continued its long run at the Astor, turning in a fine $22,000 for the weekend.

The hard-ticket shows, "South Pacific" at the Criterion, "Bridge on the River Kwai" at the Palace, "Gigi" at the Royale, "Around the World in 80 Days" at the Rivoli, "South Seas Adventure" at the Warner, and "Windjammer" at the Roxy, all were reported close to capacity over the holiday.

"The Fly," playing 113 theatres in the Greater New York area, accounted for over $500,000 on the weekend.

Ohio Paper Request

(*Continued from page* 1)

theatres and drive-ins, Smallsreed said: "This is a very earnest request for all theatre owners to present advertising in a manner which is less offensive to a great number of our readers.

"For over a year the 'Dispatch' has been receiving increasingly more complaints from its readers concerning illustrations and descriptive matter which appear in theatre ads. I am writing to all theatres reminding them that their ad copy is seen by young people of an impressionable age and more and more parents are rebelling against their children being exposed to some of the present theatre copy.

"Your compliance with this request will be greatly appreciated and will prevent editing of your ad copy by the editorial department at some future date."

Ohio ITO Sets Meet

COLUMBUS, Sept. 2.–State convention of the Independent Theatre Owners of Ohio will be held at the Netherland Hilton Hotel in Cincinnati on Tuesday and Wednesday, Dec. 2 and 3, it was announced by Horace Adams, ITOO president.

LETTERS TO THE EDITO

SIR:

It was not until after our s
preview of "Houseboat" at the Ca
last night that I was able to read
some degree of quiet yesterday's i
of MOTION PICTURE DAILY which
ered so much of the Paramount st

This was reporting in the hig
sense and it carried our messag
all of your readers succinctly, c
ly, and with impact.

My compliments to you and
those of your staff that were res
sible for this fine issue.—George W
ner, New York, N. Y.

Rank Organisation, Lt Statement Shows Dro

By PETER BURNUP

LONDON, Sept. 2 (By Cable)–
consolidated profit and loss state
of the Rank Organisation, Ltd.,
the 52 weeks ended last June 28 s
a trading profit (net operating p
of £4,615,796 ($12,924,228)
pared with £7,335,153 ($20,538,
for the previous year.

After adjustments for taxes,
and for an amount defined as "int
payable" given as £1,211,970
393,516) against £913,162 ($2,
853) for the same item last year,
statement showed "profit attribu
to the interests of shareholder
Rank Organisation Ltd." of £196
($550,060) against £1,368,096
830,668) for the previous year.

Picket Injunction

(*Continued from page* 1)

local, said members of his unio
fused to cross picket lines becau
sympathy with fellow members.

Closed by the picket lines
three Famous Players houses,
Tivoli, Palace and Imperial,
Odeon Theatres' flagship, the Ca
and two suburban houses, the
ber and the Danforth.

Cite Hours Worked

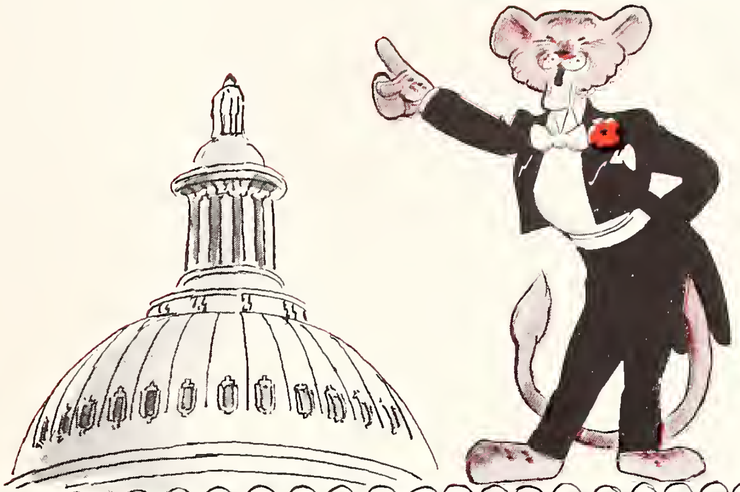
According to a Famous Players
ecutive, the nine stagehands empl
by the seven theatres work only
or four minutes per hour—opening
closing the curtain, and adjustin
screen for wide-screen or convent
movies. They are paid from $7
$95 for a 40-hour week plus
time.

The companies described the pi
ing as "the result entirely of
union's insistence upon employ
by these motion picture theatr
stage hands whose services are
necessary under today's conditi

MOTION PICTURE DAILY. Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Floyd E.
Photo Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager, TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Vi
Canby, Eastern Editors. Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; Telephone HOllywood 7-2145; Washington, J. A. Otten, National Press Club,
ington, D. C.; London Bureau, 4, Bear St. Leicester Square, W. 2. Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents i
principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rocke
Center. New York 20, Telephone CIrcle 7-3100. Cable address: "Quigpubco. New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-
dent and Treasury; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 times a
as a section of Motion Picture Herald; Television Today, published daily as a part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fame. Entered as s
class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign. Single copies,

"BOOKED AT THE BIG CAPITOL THEATRE ON BROADWAY!"

(Opening Sept. 10th)



DUNKIRK

Take a tip from the success of its test engagements in Columbus and Richmond and the acclaim of the trade press:

"Splendid. Should prove a deserved, resounding success."
—*VARIETY*

"Rates up on top. Realism and authenticity in excellently made film."
—*FILM DAILY*

"Captures dramatic intensity of one of the most dramatically exciting and unusual maneuvers in all military history."
—*MOTION PICTURE HERALD*

"Well made. No Hollywood heroics, but heroes, thousands of them . . . produced on a grand scale."—*M. P. EXHIBITOR*

"The broad scale of the stupendous effort has been done brilliantly."
—*MOTION PICTURE DAILY*

"Will keep audiences on rims of their seats."—*INDEPENDENT*

•

M-G-M presents "DUNKIRK" · A Michael Balcon Production · Starring John Mills Richard Attenborough · An Ealing Film · Directed by Leslie Norman · Associate Producer Michael Forlong · Screen Play by David Divine, W. P. Lipscomb · An M-G-M Release

M·G·M BACK ON TOP IN '58!

President Signs Tax Bill Exempting First $

(*Continued from page* 1)

statement commenting on the bill. The Treasury Department approved the measure because of its many other provisions, which it said outweighed its opposition to the admissions tax provision. It estimated the admissions tax change would cost the government about $20,000,000 a year.

The President waited to sign the bill until the last legally possible day, making some industry officials fear that the bill was going to encounter the pocket veto fate that once before killed an admissions tax relief bill. Successful enactment of the admissions tax change this time, pushed through in the closing days of Congress, was due largely to the work of the Council of Motion Picture Organizations.

In addition to signing the excise bill, the President also signed another tax relief measure containing important provisions for the relief of small businesses. Under its terms, there would be more liberal depreciation allowances, easier estate tax treatment and more advantageous treatment of investment and operating losses in small firms. In addition taxpayers winning anti-trust suits could spread out any damages they get for tax purposes over the period of the injury, rather than having to count the money entirely as income in the year the suit is won.

Stars and other industry workers making films overseas would have to file tax returns each year even though they have no tax liability.

Compo Heads And Industry Leaders Elated

(*Continued from page* 1)

campaign committees in every state to acquaint Senators and Congressmen with the merits of the industry's case.

Senator Kerr, Coyne explained, had shown a special interest in the industry's plight from the first tax campaign in 1953. When asked for help in this year's campaign he agreed to introduce an amendment in the Senate Finance Committee to the first revenue bill that came from the House that seemed assured of passage without insuperable Treasury opposition. This turned out to be H.R. 7125, which had been prepared for the House Ways and Means Committee by a sub-committee headed by Representative Aime Forand of Rhode Island. The bill, on which hearings had been held for two years, streamlined language and provisions of the excise tax laws. Passed by the House, it had the indorsement of the Administration as a much-needed piece of tax reform legislation.

The Kerr amendment was adopted by the Senate Finance Committee, was kept in the bill when it was passed by the full Senate, and was approved by the House-Senate conference committee thus insuring automatic approval of the amended measure in the House and Senate.

It is believed representatives of the Treasury advised Senator Kerr and the Senate Finance Committee that the Treasury, much as it disliked any tax cuts at this time, would not seriously oppose the Kerr amendment. This assurance gave a green light to the legislation for its further progress through both Houses of Congress.

Coyne Is 'Delighted'

As soon as he learned yesterday that President Eisenhower had signed the bill Coyne made the following comment:

"Naturally, all of us here at COMPO are delighted that our efforts for further tax relief have been crowned with success. We are deeply grateful to President Eisenhower for his third approval of motion picture tax relief. We are especially grateful, however, to the members of both Houses of Congress who have again demonstrated their keen understanding of the industry's problems and have once more for the fourth time, taken exceptional steps to help our business.

"Foremost among those deserving the industry's thanks is Senator Kerr.

"To everybody in our industry who helped us, Bob O'Donnell, chairman of the tax committee, the COMPO triumvirate and I are deeply grateful. There was nobody whom we called on for help that failed to respond. We are, of course, indebted to Pat McGee for his great help and to Charles McCarthy and the COMPO staff for their faithful, unremitting work in this, as in all the other tax campaigns."

Congratulatory statements received by COMPO included the following:

Spyros P. Skouras, president, 20th Century-Fox: "The signing of the bill to exempt the first dollar of motion picture admissions from tax is a vigorous and instrumental piece of assistance to the motion picture industry by the United States government. This wonderful news should prove a boon to our industry. Robert Coyne is to be congratulated for his strenuous efforts in behalf of this legislation."

Barney Balaban, president, Paramount Pictures: "This tax relief should prove to be a spur to theatre business. In combination with the many good pictures coming from Hollywood, the tax cut may well mark the beginning of the rehabilitation of our industry."

Eric Johnston, president, Motion Picture Association: "The Administration and the Congress have again indicated in the new excise tax legislation that they understand and appreciate the needs and problems of the motion picture industry and its millions of theatre patrons.

"This was a magnificent demonstration of the power of a concerted dustry effort."

Abe Montague, vice-president Columbia Pictures, a COMPO tri vir: "It was the greatest single-han achievement in the history of industry."

Sam Pinanski, member of COMPO Governing Committee: " industry's hat should be off toda Bob Coyne, Bob O'Donnell, Pat Gee, Charles McCarthy and the ot in that small band of industry wor who have achieved this miracle.

"Ignoring the skepticism and in ference of many in our industry, t men, especially Bob Coyne, lab quietly but persistently to win fur tax relief for our beleaguered in try."

Robert J. O'Donnell of Inters Theatres of Dallas, chairman of COMPO Tax Committee: "As c man of COMPO Federal Tax Com tee am terrifically proud and ha at the President's action appro our latest achievement for the as ance of the motion picture indu and particularly grateful to Sen Kerr, Johnson and all understan and cooperative members of the gress and Senate. When help is needed it is most appreciated and warm feeling in my heart for perseverance and bulldog tenacit the one and only Bob Coyne beg description."

Sol A. Schwartz, president Theatres: "We heartily congrat all who had a part in the tax paign, the outcome of which m so much to theatres in particular the industry in general. COMPO Robert Coyne, its special counsel, done a wonderful, yes, a fant job again."

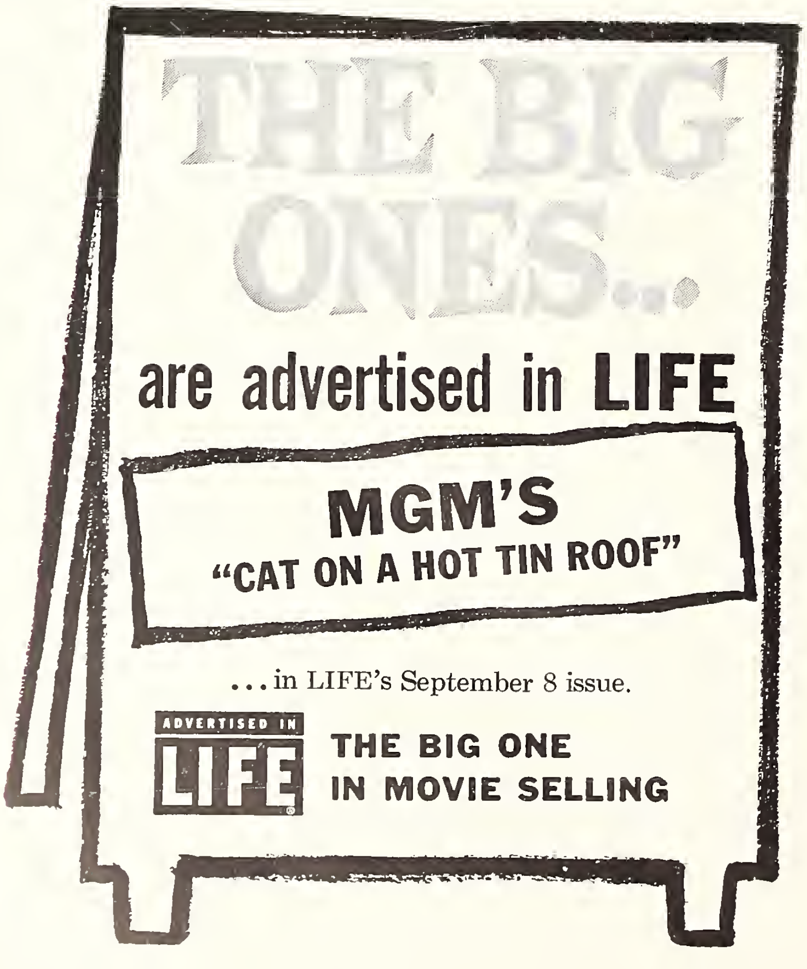
Leopold Friedman, presi Loew's Theatres: "We are grat that the President has gone along Congress and signed the excise relief bill. Great credit is due to ert Coyne of COMPO and to t industry leaders who have labore long and so hard to achieve this

Samuel Rosen, executive vice- dent of Stanley Warner Corp.: "

(*Continued on page* 5)

Urges Industry Express Thanks to Congress

Every member of the motion ture industry should wire or his Congressmen and Senators i diately to thank them for their su in winning the latest admissio relief, Robert W. Coyne said y day. He added that COMPO is ing wires to all tax committee chairmen throughout the country ing them to have their com members send such expression their appreciation to members o Senate and House.



THE BIG ONES...
are advertised in LIFE
MGM'S
"CAT ON A HOT TIN ROOF"
...in LIFE's September 8 issue.
ADVERTISED IN LIFE
THE BIG ONE IN MOVIE SELLING

ongratulations to Compo

(Continued from page 4)

activities in the Federal tax cam- ns alone, COMPO has justified its tence. But its success in winning $1 exemption is an evidence of r know-how in public relations of superior skill in handling in- ry affairs. COMPO is an asset h should be assigned to increased onsibility in business-building and lic relations for the industry. As Bob Coyne, he has done a tre- dous job. No industry is better ed by its Washington representa- His accomplishment under pre- conditions is without a parallel."

erman Robbins, president of Na- l Screen Service: "I just can't r another second to convey my tiest congratulations for your nificent accomplishment. This is remendous achievement for the fit of the industry, and our ks are due to you for carrying the all the way. This is truly your onal triumph—a victory for which are all profoundly grateful."

lomon N. Strausberg, president of Metropolitan Motion Picture tres Association: "In behalf of entire membership of this Asso- on, I wish to convey its warm and tfelt appreciation for the gigantic performed by you and your col- es in achieving once again tax f for our industry. Our association always supported COMPO be- e we believe it is the main force romulgating and sustaining an ef- ve public relations program for ndustry."

ssell V. Downing, president of o City Music Hall: "I want to extend to you my heartiest congratulations for a job so magnificently done under your able guidance."

Edward L. Hyman, vice-president, American Broadcasting - Paramount Theatres: "This further tax relief will be great for the theatres when it becomes effective the first of the new year. It will coincide with strong releases promised by the distributors who are backing the orderly distribution method, and in combination it should be a tremendous stimulant. We commend COMPO on an important job, well done."

Alfred E. Daff, executive vice-president of Universal Pictures: "The sympathetic recognition by the United States Government of the problems confronting the motion picture industry by the elimination of the Federal admission tax on the first dollar of admissions, will add a great deal of encouragement to the entire industry. The presentation of the industry's case by COMPO, individual exhibitor leaders and exhibitor associations, is a heartening demonstration of the impressive type of presentation which can be made on behalf of the industry and illustrates how singleness of purpose can benefit everyone in the industry."

Emanuel Frisch, chairman of the board of directors of the Metropolitan Motion Picture Theatres Association: "Difficult tasks you accomplish immediately. The impossible ones take just a bit longer. I join a host of well wishers from coast to coast in extending heartfelt congratulations upon a monumental achievement in the face of almost insuperable obstacles."

hite Paper'

(Continued from page 1)

heory that some way may yet de- for the solution of the availabili- problem and for protection of tments in hard-pressed small res, Dollinger said. Banks were ded because of their interest in projects in which they have y.

e overall objective, he said, was cure legislative aid wherever it be obtained.

or 30 years," Dollinger said, rance and availabilities were nymous. Now an exhibitor may he has a definite clearance ment, but he can be notified any that no prints are available for ing on the date he has contracted The matter has never been de- l by a court, he said.

ilbur Snaper, former national Al- president, was present at the rence.

llinger quoted from the Senate l Business Committee report on 1956 hearings, which said, "The gonism which is so evident be- n the distributors and exhibitors ly making matters worse. If this lity continues the time may very come when Congress will have rough sheer necessity, take remedial action. Mature conduct on the part of industry leaders is needed if the problems are to be settled on a voluntary basis without involving the Federal Government."

It is this paragraph upon which Allied relies to get action in Congress.

Dollinger criticized the Department of Justice sharply for refusing to interfere with the sales policies on big pictures which permit companies to call for bids in selected zones that require advanced admissions. He cited as the latest Warner's sales policy on "No Time for Sergeants" in New Orleans.

Skouras in Britain

(Continued from page 1)

even preceded the boomlet in Britain.

Here to attend board meetings and generally discuss the company's business in Britain he was to confer on future British production plans with vice-president Joe Moskowitz and Bob Goldstein head of European production.

He forecast that the smaller picture was likely to be discontinued, particularly in Britain, and that 20th Century-Fox had plans for fewer but bigger productions on the lines of "The Inn of the Sixth Happiness" and "The Sheriff of Fractured Jaw."

Renoir Gets Selznick Golden Laurel Trophy

Special to THE DAILY

RIO DE JANEIRO, Sept. 2.—Richard Griffith, curator of the Film Library of the Museum of Modern Art and executive secretary of the Selznick Golden Laurel Awards, announced here Saturday that Jean Renoir is this year's recipient of the Selznick trophy, "awarded to an individual whose lifetime work has contributed to mutual understanding and good will among the peoples of the world, through cinematic work of high artistic standards."

The award was presented at the Brazilian Film Festival here. Presentation was made by Mauricio Nabuco, president of the Museum of Modern Art in Rio de Janeiro.

Novy Named President Of Trans-Texas Theatres

Special to THE DAILY

DALLAS, Sept. 2.—Harold C. (Buster) Novy has been named president of Trans-Texas Theatres, succeeding his late father, Louis Novy, who died Aug. 5 in Austin, Texas. No other executive changes were made.

Harold Novy had been vice-president and general manager of the circuit since 1955, and had been with Trans-Texas since its organization by his father in 1952. The circuit operates 14 theatres in the state.

Ratify Pact

(Continued from page 1)

produced by major studios in Los Angeles. Approximately 1,200 musicians are covered by the agreement, which runs for three years and three months. It means the resumption of production scoring on the major lots for the first time since the strike called by the American Federation of Musicians last February. The strike led to the formation of the MGA, which subsequently won a Labor Board election over the A. F. of M. as the representative of the studio musicians.

An MGA spokesman reported that the Guild now plans a membership drive in the record and television network fields, currently under contract to the A. F. of M.

About 60 Local 47, A. F. of M. pickets paraded in front of the club building while last night's meeting was in progress as a gesture of opposition to the ratification vote.

AA Names Nungesser

George Nungesser has been appointed Allied Artists branch manager in New Orleans, it was announced by Morey R. Goldstein, vice-president and general sales manager. Nungesser, formerly a salesman in AA's New Orleans branch, replaces Henry Glover, who resigned to go into the theatre business in Largo, Fla.

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AVAILABLE
NOW
FROM
20th
for
selected
engagements
at
selected
theatres...

MARLON BRANDO'S GREATEST HIT!

Winner of 5 Academy Awards!

"A Streetcar Named Desire"

AN ELIA KAZAN PRODUCTION PRODUCED BY CHARLES K. FELDMAN

STARRING
VIVIEN LEIGH AND MARLON BRANDO

KIM HUNTER · KARL MALDEN SCREENPLAY BY TENNESSEE WILLIAMS

DIRECTED BY
ELIA KAZAN

BASED UPON THE ORIGINAL PLAY "A STREETCAR NAMED DESIRE."
BY TENNESSEE WILLIAMS
AS PRESENTED ON THE STAGE BY IRENE MAYER SELZNICK
RE-RELEASED BY 20TH CENTURY-FOX

All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

.. 84, NO. 46 NEW YORK, U.S.A., THURSDAY, SEPTEMBER 4, 1958 TEN CENTS

proved

ohnston Gets lank Check or Soviet Deal

'EA Authorization Has Specific Restrictions

ne board of directors of the Mo- Picture Export Ass'n. yesterday Eric Johnston, its president, vir- *carte blanche* to attempt to make m deal with the Soviet when his ural exchange group opens its ne- ations with its counterpart in Mos- on Sept. 15.

authorizing Johnston to negoti- both for the sale of U. S. films to

(*Continued on page* 4)

nk Profit Figures sturb British Press

By PETER BURNUP

ONDON, Sept. 3 (By Cable). — cutives of the Rank Organisation ntained strict silence today in the of press comments on the Organ- on's profit statement issued yes- ay which was described variously he press as "wretched" and "a

(*Continued on page* 5)

io School Board Asks r State Censorship

Special to THE DAILY

OLUMBUS, Sept. 3.—The Green- , O., Board of Education has oted a resolution urging the Ohio slature be petitioned to enact a censorship law to regulate show- of films in the state. Lowell Wil- member of the Greenfield board, chairman of the legislative com- ee of the Ohio School Boards' ciation, presented the resolution. resolution proposes that the cen- hip board be maintained by the e Board of Education.

elevision Today Page 4

Kansas City Area Is Experiencing Box Office Upbeat; Confidence Strong

Special to THE DAILY

KANSAS CITY, Mo., Sept. 3—The motion picture industry in Kansas City and surrounding areas is entering the fall season with a greater degree of confidence and optimism than has been experienced in recent years.

The brighter outlook is predicated for the most part on the gratifying business experienced at box offices during the past summer, particularly in the latter stages of the hot season.

A further cause for assurance has been a noticeable increase in theatre attendance of persons 35 years old or more, an age group that long has been attending theatres in lessening numbers.

A third hopeful sign is the surge of reservations for "Windjammer," the Cinemiracle production which had a

(*Continued on page* 5)

Theatre Owners Silent On NLRB Jurisdiction

From THE DAILY Bureau

WASHINGTON, Sept. 3. — Theatre owner groups failed to file any comments with the National Labor Relations Board on the Board's recent proposal to broaden its jurisdiction over many theatres now excluded from NLRB coverage.

Last night was the deadline for filing comments on the Board's plan to cover labor disputes in much of the present "no-man's land" between Federal and state regulation of labor disputes. Board officials said no comments have been filed by any exhibitor organization.

At present, theatres and other re-

(*Continued on page* 5)

Production Moves Up; 26 in Work for Week

From THE DAILY Bureau

HOLLYWOOD, Sept. 3.—Production took an upward glide this week with the start of six pictures and the completion of three pictures, making a total of 26 pictures in production.

Started were: "Model for Murder,"

(*Continued on page* 5)

Skouras Sees New Fox European Productions

From THE DAILY Bureau

LONDON, Sept. 3. — Spyros Skouras interrupted production conferences here today to fly to Brussels where he will receive a government citation.

In his five days in London, the 20th Century-Fox president was shown four films, Darryl Zanuck's "Roots of Heaven," the Ingrid Bergman starrer, "The Inn of the Sixth Happiness," Kenneth More's "The Sheriff of Fractured Jaw," and "Son of Robin Hood," based on a television original.

Skouras said the Zanuck production could not have been matched had it

(*Continued on page* 5)

8 Columbia Executives Acquire Stock In Firm with 30,361 Col. Common

By J. A. OTTEN

WASHINGTON, Sept. 3.—Top officials of Columbia Pictures reported acquiring stock in a company that has large holdings of Columbia common.

The transaction was covered in the latest report of the Securties Exchange Commission on trading by officers and directors in film company stocks.

Eight officers and directors of Columbia said that on July 1 they had acquired directly or indirectly shares of stock in a company named FICO. FICO on July 1 had 19,670 shares of Columbia common and during July it bought another 10,691 shares for a total holding at the end of the month of 30,361 shares.

The officials reporting the acquisition of the FICO stock were: Ralph M. Cohn, Alfred Hart, Leo Jaffe, Paul N. Lazarus, Jr., Abraham Montague, Abraham Schneider, Charles Schwartz, and Donald S. Stralem.

The SEC report also listed large sales of United Artists common stock by officers and directors of that company under an agreement entered into in February 1957. Robert S. Benjamin and Arthur B. Krim each reported selling 23,687 shares, each retaining

(*Continued on page* 2)

Road Show

Distribution of 'Porgy, Bess' By Col. Is Set

Special Worldwide Sales And Ad-Pub Units for It

Columbia Pictures yesterday concluded an agreement with Samuel Goldwyn for the distribution of the latter's production of "Porgy and Bess," it was announced here by Abe Montague, executive vice-president of Columbia.

As part of the agreement, it was disclosed, Columbia will organize special sales and advertising-publicity units on a world-wide basis which would handle the road show

(*Continued on page* 2)

UA Meeting to Plan World Exploitation

The program of United Artists' promotion convention in Los Angeles next week has been expanded and revised to encompass global campaign plans of the company for the coming year.

As first announced, the conclave was to detail UA's national pre-sell-

(*Continued on page* 4)

Publish 'Young' as Film Starts in Nepal

Han Suyin's novel "The Mountain Is Young" will be published in this country on Oct. 18, and preliminary filming of the book will be launched by Paramount Pictures in Nepal this fall. Paramount paid $400,000 for the manuscript, which is reportedly already a best-seller in England where it appeared this summer.

The Paramount production will mark the first crossing of the borders of Nepal by a major film company. Luigi G. Luraschi, Paramount production executive, returned recently from an investigatory tour of the Central Asian country with assurances of official Nepalese cooperation in shooting of the picture.

PERSONAL MENTION

SOL SIEGEL, M-G-M vice-president in charge of production, and J. J. COHEN, studio executive, will leave here this weekend to visit company production sites in London, Paris and Rome.

•

JERRY WALD, producer, has arrived here from Washington, D. C.

•

JOE FRIEDMAN, Paramount exploitation manager, is in Detroit from New York for meetings with Butterfield Circuit executives.

•

GEORGE SCHUR, Paramount branch operations manager, is in Pittsburgh from New York.

•

LOWELL BENEDICT, public relations chief for Trans-Lux Distributing Corp., has left New York on a nationwide tour in behalf of "The Case of Dr. Laurent."

•

CARL FOREMAN, independent producer and head of High Road Productions, arrives in New York from London today for conferences with Columbia Pictures' executives. From here he will go to Hollywood.

•

MAX MILLER, Middle Atlantic advertising-publicity representative for United Artists out of Philadelphia, will leave there with MRS. MILLER tomorrow for Hollywood.

UA Branch Managers Shifted in 5 Areas

Shifts in branch manager personnel for United Artists in five areas have been announced by James R. Velde, general sales manager.

Edwin Bigley, who has been branch manager in Indianapolis, will assume that post at the Washington office on Monday. On the same day Ross Williams, heretofore sales manager in Cincinnati, will move to the Indianapolis branch.

Al Kane, present branch manager of the Washington office, has resigned as of next Saturday. Charlie Schroeder, salesman in the Cincinnati exchange, will be promoted to sales manager.

Meanwhile Carl Olson, former UA Omaha branch head, has assumed duties as head of the company's Minneapolis exchange. Herb Buschmann, former branch manager of Minneapolis, retired this month to enter the insurance business in the Southwest. Harold Kimmel, salesman in the Memphis office, has taken over the sales manager's position in Omaha.

Col. to Distribute 'Bess'

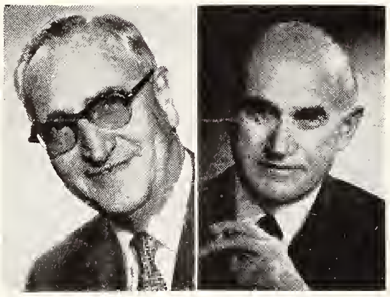
(Continued from page 1)

distribution of the Goldwyn production exclusively.

"Porgy and Bess" is expected to be ready for the special release as a road show attraction late in 1959.

"It is no secret," Montague said, "that for many years Columbia actively sought the motion picture rights to 'Porgy and Bess.' It is a double pleasure therefore that our company was chosen by Mr. Goldwyn to distribute the picture because we believe that the property is potentially one of the world's great films and because we know that no other producer has the unique blend of taste, imagination, sensitivity and showmanship that is the hallmark of Samuel Goldwyn."

The motion picture version of the world-famed drama with music, which is being fully financed by Goldwyn, is scheduled shortly to go before the Todd-AO cameras in Hollywood with a cast headed by Sidney Poitier, Dorothy Dandridge, Sammy Davis, Jr., and Pearl Bailey and directed by Otto Preminger. "Porgy and Bess" on the screen will be based on the stage presentation with music by George Gershwin, book by Du Bose Heyward and lyrics by Dorothy Heyward and Ira Gershwin. Goldwyn bought the property in May, 1957.


A. Montague Sam Goldwyn

McElwaine Services To Take Place Friday

From THE DAILY Bureau

HOLLYWOOD, Sept. 3. – Funeral services will be held here Friday for Don McElwaine, 59, industry publicist, who died Monday of a heart attack. Services will be at 1 P.M. at the Little Country Chapel, Valhalla Memorial Park, San Fernando Valley.

Born in Indianapolis, McElwaine worked on newspapers there and in Lorain and Cleveland, Ohio, before he entered the motion picture industry as assistant editor of "The Screen Telegram," newsreel of the Mutual Film Corp. in Chicago. He was made editor on removal of the company to New York. After that he successively held posts as editor of Kinograms; advertising manager for Robertson-Cole; publicity director of Circle Theatres, Indianapolis. He then joined First National in its exploitation department, was copy editor for the New York Tribune, went to Fox Film Corp. as advertising manager, and then to Pathe Studios as publicity director.

Joined M-G-M in 1931

In 1931 he joined M-G-M where he edited Studio News and was in charge of publicity writers. In 1942 he was named assistant director of publicity. In 1944 he joined PRC as director of advertising and publicity. In 1946 he became executive assistant for Andrew Stone Enterprises, which later appointed him associate producer. He rejoined the M-G-M studio as a publicity executive in 1947.

Surviving are three sons, Robert, publicity director for Dena Productions; Don, Jr., in the M-G-M casting department; and Guy, also at M-G-M.

Col. Executives

(Continued from page 1)

130,282 shares at the end of July. William J. Heineman, Arnold M. Picker, Max E. Youngstein, and Charles Smadja each reported selling 11,844 shares, retaining 65,140 shares. Seymour M. Peyser sold 3,000 shares, retaining 16,500 shares and Robert S. Blumafe sold 2,250 shares, retaining 12,375 shares.

All reported that the nature of their ownership of this stock was beneficially owned through Benjamin and Krim as joint tenants under an agreement dated February 25, 1957.

Sales by the UA officers were made as part of the offering of 300,000 shares of UA common stock to the public by an underwriting group in July. Of the offering 200,000 shares were sold for the account of the company and 100,000 for the account of management members, who, after the sale, continued to own all the company's Class B common stock representing about 43 per cent of the voting stock.

Peter Colfax sold his entire 1,000 shares of National Theatres common and T. H. Sword sold his entire 200 shares. Jack M. Ostrow bought 1,000 shares through the Jack M. Ostrow Corp. He now holds 5,000 shares in his own name and 8,100 through the corporation.

Charles Braunstein bought 500 shares of Loew's common bringing his holdings to 2,500 shares.

'Cat' Off to Big Start

M-G-M's "Cat on a Hot Tin Roof" grossed over $1,000,000 over the Labor Day weekend in key city bookings now being tallied at the home office, the company announced.

Ilford and I.C.I. to Cooperate on Color

By WILLIAM PAY

LONDON, Sept. 1 (By Air Ma
Large-scale manufacture of a new
mm colour stock is envisaged her
a result of a deal between stock m
facturers Ilford Ltd., and Imp
Chemical Industries (I.C.I.), the t
largest chemical group in the w
The two companies have agree
"co-operate in the technical and c
mercial development of colour ph
graphy."

This co-operation will be effe
by the acquisition by Ilford,
royalty payments, of the technica
sets developed by I.C.I. for co
photography, and by I.C.I. ente
into a long-term agreement to do
search on behalf of Ilford. The m
facture and sale of colour ph
graphic products will be undert
by Ilford.

Under the arrangement I.C.I.
acquire a third interest in Ilford
£4,800,000. The transactions are
ject to the consent of Ilford sh
holders.

It is understood that I.C.I.
carried out experiments on a poly
film base and that Ilford have
planning for some time to enter
35-mm colour stock field. I
spokesmen indicate, however, th
will be some time before they
ready to manufacture the new st

Trimmed Budget For USIA Cutbacks Abro

From THE DAILY Bureau

WASHINGTON, Sept. 3.–The
ernment's program for guarante
convertibility of earnings on film
other information media sent ove
will probably have to be sharply
tailed as a result of Congressi
budget cuts.

Robert Beers, who heads the
gram in the U. S. Information A
cy, confirmed that the agency is
ently studying just where cuts
have to be made.

The agency asked Congress fo
millions for the current fiscal
and the start of the next fiscal
The House refused to give any fu
but the Senate finally forced an
propriation of $2,500,000.

Decca Dividend 25¢

Directors of Decca Records, pa
company of Universal, yesterday
clared a regular quarterly
dend of 25 cents per share on
company's capital stock, payable S
30, to stockholders of record Sept

'Ones' Here Sept. 24

Stanley Kramer's "The De
Ones" will open Wednesday, Sept
at the Victoria Theatre here.

MOTION PICTURE DAILY. Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Floyd E. S
Photo Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager, TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Vi
Canby, Eastern Editors. Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; Telephone HOllywood 7-2145; Washington, J. A. Otten, National Press Club, W
ington, D. C.; London Bureau, 4, Bear St. Leicester Square, W. 2. Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in
principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rocke
Center. New York 20, Telephone CIrcle 7-3100. Cable address: "Quigpubco. New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-P
dent and Treasury; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 times a
as a section of Motion Picture Herald; Television Today, published daily as a part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fame. Entered as se
class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign. Single copies,

Salaries of Mexican Film Stars Problem

Special to THE DAILY

·IEXICO CITY, Mex., Sept. 3.–aries of Mexican motion picture 's are going steadily up, and pro-ers complain that this has created erious problem. According to some ducers, the problem is really more iplex than it looks, because it is National Commission of Credits lf, which is partly responsible.

 petition for credit by producers st always be accompanied by the tracts made with every member of cast-to-be, and advances of credit made only under the condition of change being made in the cast. are of this, stars demand excessive ries for their work, and producers e no alternative but to accept their iands, as their names have been sented in the petitions of credit. nother great problem facing Mexi- producers currently is the shortage xtras.

PIC Votes to Oppose lifornia Tax Plan

From THE DAILY Bureau

IOLLYWOOD, Sept. 3.–The Mo- Picture Industry Council, repre-ing key management and labor onnel, has voted unanimously to ose California's Proposition 17, tax tampering scheme" to be vot-ipon next Nov. 4, Lou Greenspan, cutive director of MPIC, an-nced.

A committee comprised of Mendel erberg, Steve Broidy, Ronald Rea- Jerry Wald and myself has been ied to alert everyone in the motion ure business to vote against its age, since it could drive the film istry out of the state it helped e famous and popular," Green-ı declared.

ller Dividends

HICAGO, Sept. 3.–Directors of ter E. Heller & Company today ared regular quarterly dividends 0 cents a share on the common k, $1 a share on the 4 per cent ulative preferred, and $1.37½ per e on the 5½ per cent cumulative erred stock. All are payable Sept. 1958, to stockholders of record at close of business Sept. 19, 1958.

hoenfeld Gets Short

ester A. Schoenfeld Films has ac-ed U.S. distribution rights to irney into Spring," a featurette in r which was voted the "best docu-tary film made anywhere" by the ish Film Academy in 1957.

oider' for Hallowe'en

merican International Pictures' e Spider" will be premiered Hol-'en midnight in 400 theatres ughout the country to set a double pany record for simultaneous kings and print orders, it is an-iced by AIP executives James H. iolson and Samuel Z. Arkoff.

De Gaulle Government May Extend Aid Act to Halt French Film Crisis

By HENRY KAHN

PARIS, Sept. 1 (By Air Mail).–Decisions to close studios and the possibility not only of widespread unemployment but also that the prestige of the French cinema might suffer if producers decided to abandon their projects, appear to have shaken the de Gaulle Government.

The Aid Law which comes to an end next year and which should already have been replaced, provides producers with funds with which to finance their next film. But political events brought the whole question of replacing the law to a stop. There were other and more important questions to be answered.

Meanwhile French producers began cancelling films and the industry began to wonder what would happen next. Business also began to slacken off.

The Government has now decided to act and although no official decision has been taken it is almost certain the law will be extended for two years. The aid will be based on the earnings of a producer's previous film.

The National Film Centre hopes a new law will not be necessary and that at the end of the two years this method will be adopted definitively.

One thing is certain, something will have to be done if the industry is to be saved and if the public is to be induced back into the cinemas.

Seek B-B Program

Meanwhile exhibitors are looking for ways and means to increase business. The French have never excelled in the kind of showmanship which is popular in the United States and Britain. French exhibitors depend largely on the effects of newspaper criticism and far more on public opinion passed by word of mouth.

Most surprising, however, is the decision of the Mondial cinema, Nice, to abandon first run features and, instead, turn itself into a kind of film museum.

This first run house will, from the end of September, concentrate on the classics. The director will book films which, years ago, were called sensational.

Needless to write he will reduce prices to as low as 150 francs while top price will be 250 frs.

This decision has not been greeted with considerable enthusiasm for obvious reasons. In any case the cinema will only give the new method a trial run. If it does not work then the theatre will change back to first run films.

But the main reason for the change is to offer the public cheap priced seats. In a country in which prices are almost dizzy entertainment must take a knock. Is this the way to meet the problem?

Finally French Ministries are now preparing a long term short subject campaign. An original credit of some 800 million francs was earmarked for this work. Now Mr. Soustelle, the new Minister of Information, has asked that all Ministries should channel their requests to make short subject films through his Ministry.

Does this mean that Mr. Soustelle intends regimenting the cinema? Radio and newspaper modifications, since the advent of General de Gaulle, are noticeable. Will the film industry come next?

One-Man Booths in Minneapolis Contract

MINNEAPOLIS, Sept. 3. – Most downtown theatres now have a one-man booth as the result of a new contract negotiated by Minnesota Amusement Co. and RKO Theatres with the projectionists union. Affected by the new contract are Maco's State and Lyric and RKO's Orpheum and Pan.

Representing management in the contract negotiations, which have been in progress for some time, was Harry Weiss, RKO Theatres division manager. Salary adjustments will be made to the projectionists, Weiss said.

Up until now loop houses have operated with two men in a booth, who worked a double shift.

PEOPLE

Roy Hill, former manager of the Tower Theatre, Kansas City, Mo., which was recently closed by Fox Midwest Theatres, has been named by that circuit to manage its Fairway Theatre in Johnson County, Kan. Hill succeeds **Joseph Redmond, Jr.**, resigned.

□

John Bateman, new manager of the National Theatre in Greensboro, N.C., was formerly manager of the Warwick Theatre in Newport News, Va.

□

Robert L. Montgomery, vice-president of Endorsements, Inc., has been promoted to senior vice-president, it was announced by **Jules Alberti**, president. Montgomery, long a Paramount Pictures' publicity official and president of Associated Motion Picture Advertisers, joined Endorsements, Inc., the first of this year.

□

Moe Dudelson, veteran of over 30 years on film row in Detroit, and recently appointed branch manager for Warner Bros. in Milwaukee, was honored at a farewell luncheon in the former city recently. Dudelson was with United Artists for 29 years in Detroit, after which he became Republic branch manager until that exchange was closed.

A SOLID
87 TO 1
SHOT THAT WILL
WIN!
RUNS
TOMORROW

Television Today

Westworld Completes Studio Set-Up Here

Westworld Artists Productions, Inc., has completed the organization of its East Coast studios here for the production of fully animated cartoons and feature films in the new Artiscope, "animation - by - automation" process. The patents and techniques for the new process have been franchised from Illustrated Films, Inc., West Coast production and development company.

Scheduled for completion in the fall are pilots for "Whinny and Bo," a new cartoon series.

Leon H. Maurer, former executive vice-president of Illustrated Films, is Artiscope producer with the new firm.

Dr. Rose to Get SMPTE David Sarnoff Medal

Dr. Albert Rose, senior member of the technical staff, RCA Laboratories, Princeton, N. J., will receive this year's David Sarnoff Gold Medal Award given by the Society of Motion Picture and Television Engineers.

The Award, given yearly by the Society for outstanding technical work in the field of television, was bestowed upon Dr. Rose for "basic contribution to the development of the Orthicon, Image Orthicon and Vidicon television pick-up tubes."

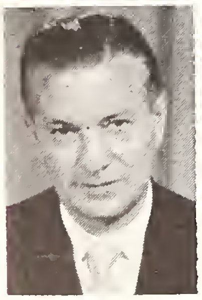
The David Sarnoff Gold Medal Award will be presented to Dr. Rose at the SMPTE's 84th Semi-Annual Convention, Oct. 20-24, at the Sheraton-Cadillac Hotel in Detroit.

One Man's TViews

By Pinky Herman

"ONLY the facts, M'am" (and whomsoever it may concern) and the fact is simply this—that Jack Webb's NBCops n' Robbers series, "Dragnet" will be seen Tuesdays (7:30-8:00 P.M.) instead of Thursdays (8:30-9:00 P.M.) starting Sept. 23 which is currently in its 7th consecutive year. . . . After 8 years at NBC where he was NBCommercial supervisor of "Tonight," "Today," "Home," Dick Jackson has resigned to become director of radio-TV Operations for Ted Bates. (Solid, plenty solid, Jackson.) . . . Ralph Koch, prexy of K & W Film Service became a pappy for the third time with the birth of a baby, Nancy. . . . After a two-month vacation in Spain, Dale Wasserman, author of the click screen play, "The Vikings," has returned to Gotham to work on a new TVehicle for "Playhouse 90." . . . Chantootsie Hildegarde made a return visit to the "Jack Paar Show" last night and starts a repeat engagement at the Persian Room October 22. Thence to Europe early in December to start production on a new one-hour series of telefilms, "The Hildegarde Show" to be produced by Joe Steiner.

☆ ☆ ☆


Anthony Termini

Paging Horatio Alger, Jr.: Back in 1930, while covering the moom pitcher studios and penning a chit-chat colyum for MOTION PICTURE HERALD, your reporter had occasion to note the energetic hustle of a personable youth, Tony Termini, who was really earning the 15 dollars per week paid him as can carrier at the Paramount Studios in Astoria. Later, under the eye and tutelage of Frank LaGrande there, he learned all about film making, editing and other technical know-how of picture-making until in 1944, he was commissioned by the U.S. State Department to go overseas and establish a laboratory and studio for the production of psychological warfare films. After the war he returned to Paramount News as editor for 2 years and then after a period of free-lance efforts, Tony launched his own firm Termini Film Editorial Service, Inc. in 1953. Today the company's six moviolas are the busiest in town and three of the city's foremost film editors including Henry Sundquist, James D'Arcy and Sal Termini, head the operations at 245 W. 55th St. Last April, after attending a special Ampex seminar, Tony felt the need of a new company to specialize in video tape service for TV producers and immediately formed the Termini Video Tape Services, Inc. with the backing of his doctor, lawyer, dentist, tailor, brothers, neighbors and employees, who are stockholders in the new company which, last week, held open house at its headquarters at 1440 Broadway, with more than 500 friends, clients and newshawks attending. . . .

Johnston Gets Blank Chec

(*Continued from page 1*)

the Soviet and the purchase of their films for distribution and exhibition here, the MPEA board spelled out no limitations or specific directions. The board obviously relies upon Johnston's familiarity with all ramifications of a deal with the Soviet and, at the same time, in so doing, evidences its willingness to extend itself in cooperating with the U. S. State Department in its wish to have American films exhibited in the Soviet under its cultural exchange program with that country.

Johnston thus will take part in the Soviet negotiations both as the MPEA representative and the Administration's representative, since he was named by President Eisenhower to head the American delegation which will conduct the film talks.

Clark, Shelton to Go

Accompanying Johnston when he leaves for Moscow next Wednesday will be Kenneth Clark, vice-president of the MPEA; Turner Shelton, head of the film division of the U. S. Information Agency, and several aides of his.

An MPEA spokesman said that if the Moscow negotiations are successfully consummated the group may proceed to other countries behind the Iron Curtain in the hope that news of a deal with Moscow might find others within its orbit better disposed toward purchasing American films.

In such an event, the likelihood is that Johnston would not be back here in time to participate in the negotiations for renewal of the remittance agreement with Britain, which are scheduled for Sept. 30 in Washington. It was indicated at MPEA hea quarters yesterday that Ralph Het and Criffith Johnson, MPEA vi presidents, would act for meml companies in the event Johnston not back by the 30th. In any eve a one-year renewal of the Brit agreement without significant chan is anticipated, it was said.

About 160 American films h been screened for the Russian neg ators to date and 30 or more additi al films are being sent over and v figure in the coming negotiations. T Russians have shown interest in ab 15 of the Hollywood films.

Bid Price Not Bar

Their indicated bidding price, $3 000 to $50,000 per film, while dis pointing to the American compan is not regarded as a bar to a d because the proposed transaction it has little relation to a strictly c mercial deal, such as are made export of Hollywood films to ot countries. For this reason, it is f most of the participating compa are prepared to distribute a Russ picture here, if called upon to do s only as evidence of their willing to support the government's cult exchange program.

For this reason, also, it is felt, government by publicity of one k or another would aid in the hand of such pictures by making it c to exhibitors and the public that th showing the Russian films were d so not only with the government's proval but also as a service to government and its cultural excha program.

UA Meeting Plans

(*Continued from page 1*)

ing drive for the next 12 months. Under the enlarged format, the meeting will also cover overseas production and post-production activity.

The international scope of the convention will implement United Artists' new policy of intensified liaison between the domestic and foreign promotional operations. Samuel Cohen, home office foreign publicity manager, will represent the foreign department at the four-day series of meetings.

Meet Opens Monday

Opening this Monday at the Ambassador Hotel in Los Angeles, the international promotion convention will be co-directed by Max E. Youngstein, vice-president; Roger H. Lewis, national director of advertising, and Mori Krushen, exploitation manager.

Deal on TV Cartoons

Larry Harmon-Ted Ticktin Productions, Inc., of Hollywood and Jayark Films Corporation of New York have entered into an agreement whereby Harmon-Ticktin will produce 312 animated cartoons for TV distribution by Jayark.

Cooper Will Produce 'Chennault of China'

From THE DAILY Bureau

HOLLYWOOD, Sept. 3.—I Gen. Merian C. Cooper, U.S. (Ret.), announced today that he produce "Chennault of China" as epic story of the late Lt. Cen. C Lee Chennault of China and the he played in knocking the Japa Air Armada from China skies.

Cooper, who co-produced "Th Cinerama" and "King Kong," an others, plans to commence shoo early next year on global locations distribution arrangements have made.

'U' Cutback in N.C.

CHARLOTTE, N. C., Sept. Universal Pictures will reduce Charlotte branch staff to skeleton Sept. 22. Several employees have ready been notified their employ will be terminated as of Sept. 19, it is understood that only a br manager, sales manager, several b ers and a few secretaries and c will be retained. Total staff is no pected to exceed 10 persons. Acc ing will be transferred to Atl Shipping and inspection will be t over by Carolina Film Depot.

ritish Press

(*Continued from page* 1)

her indication of the plight of the ish film industry."

he authoritative "Financial Times," menting on the note that a full ement is to be issued Sept. 17, , "It is to be hoped that Lord k then will say something au-itative on the profit prospects of industry."

ast September Rank said he looked ard to "a further satisfactory " but commentators now discern pecial premonitory significance in Davis' recent pronouncement nseling the industry to rationalise f at the cost of the closure of one rter of the country's theatres. Davis claimed, "In three to five years shall have fully recovered from the ack which we have encountered ecent months."

See Benefit Rise

ther extramural quarters point out although April's budget halved entertainment tax, the Rank figures ct the benefit of the lower tax only eight weeks because the new did not go into operation until 4. In a full year, they say, the efit should be considerable.

thers emphasize the growing di-ification of the Rank Organisation ding extensions into the dance business, dance studios, records most important its integration commercial television.

hroughout last week eager specu-e buyers pushed Rank shares from t shillings nine pence to ten shil-s four pence. At the opening of London Exchange today dealers ked them down to eight shillings n pence with few takers.

rginia MPTA Plans arterly Meeting

Special to THE DAILY

ICHMOND, Va., Sept. 3.—The lar quarterly meeting of the Vir- Motion Picture Theatre Associa- will be held at Natural Bridge el, Natural Bridge, Virginia, nesday, Sept. 10, Sidney J. Gates, ident, has announced.

he board of directors will meet 1:30 A.M. to discuss Association ness. Following that the member- will meet to work out plans to bat the proposed Daylight Saving e legislation which the Virginia el Council has announced it will sor.

he Assocation voted to hold the annual convention at the Natural ge Hotel from July 14 to 16 dur- the annual meeting held at the mberlin Hotel in July.

Dub Japanese Films

ormation of Penta Productions to and dub Japanese films, both trical and TV, in English, has announced. Later plans of the pany, headed by Tokyo producer ishi Taguchi, and Hal Polaire, ywood director, as president and -president, encompass aetual co-luction deals.

FEATURE REVIEWS

Appointment with a Shadow

Universal—CinemaScope

"Appointment with a Shadow" adds two twists to the old story about the enterprising newspaper reporter who captures on his own the dangerous criminal the police have been unable to nab. Within a brief running time of 73 minutes it builds up a fair amount of suspense and will be found a reasonably diverting melodrama by audiences who don't mind several gaping holes in logic along the way.

First of the twists comes when the hero-newspaper man, played by George Nader, is made a chronic alcoholic, so far gone on the bottle that he is out of a job. The only one around who still believes in him is his fiancee (played by starlet Joanna Moore), who arranges with her brother (a policeman acted by David Brian) for Nader to get a scoop on the capture of the nation's most wanted gangster. The desperado's girl friend has made a deal with the police to betray him, and Nader is let in on the time and place.

Second twist comes when the criminal is apparently caught and killed but Nader discovers he is actually still alive and a substitute had been tricked into taking the killer's place. No one will believe Nader's story, however, and it takes quite some melodramatic doings before he captures the criminal himself.

In the early part of the picture Nader works up quite some sympathy for the hero in his predicament of trying to resist the temptation to take that first and fatal drink and ruin his chances for making a comeback as a reporter. The question of whether he will be able to stay away from the booze is actually more suspenseful and compelling than the question of whether he will capture the criminal.

Miss Moore is attractive, if little else, in the role of his girl friend, and Virginia Field gives a standard performance in the part of the killer's moll. Frank De Kova is the gangster. The picture was produced by Howie Horwitz and directed by Richard Carlson from a screenplay by Alec Coppel and Norman Jolley. Photography is in CinemaScope.

Running time, 73 minutes. General classification. Release, in November.

RICHARD GERTNER

Apache Territory

Columbia

Prowling Apaches in the Arizona desert equipped with guns as well as bows and arrows, a wandering horseman, a boy and a girl, survivors of a wagon train massacre, a man and woman on their way to marry at Yuma and six cavalrymen fleeing from a surprise attack are beseiged among rocks at a water hole. The Indians have to have water, the whites need food after the first 24 hours.

The situation is a reversal of the usual pursuit of Indians. It is loaded with suspense. The Indians pick off the pioneers with arrows; they use flaming arrows in an attempt to free the horses; they attack with guns from behind rocks.

Rory Calhoun is the wandering horseman. He rescues the girl survivor of the massacre (Carolyn Craig). Another survivor, a freckle-faced youngster (Tom Pitman), appears from nowhere on foot, thereby furnishing material for a boy-girl romance. Tony Lugo (Frank DeKova) appears and narrowly escapes sudden death at the hands of the cavalrymen. George Kimbrough (John Dehner), the would-be bridegroom, develops the jitters and wants to flee. His bride-to-be (Barbara Bates) finds her love turning to disgust and a strong admiration for Calhoun developing.

With dissension like this in the beseiged group, the constant forays by the Indians both day and night, an invasion of the Indian camp by Calhoun in search of food, the drama builds until, in desperation, Calhoun fills the canteens with gunpowder and stones, with crude fuses, and attacks the Indians during a dust storm. The canteens are the pre-Civil War equivalent of hand grenades.

The Eastman color photography is beautiful, the story is completely believable so that adults and boys will enthuse over it. In addition, there is enough romantic appeal to induce the feminine half of the family to go along.

Ray Nazarro directed from a novel by Louis L'Amour. Charles R. Marion and George W. George did the screenplay. The adaptation was by Frank Moss. Calhoun and Victor M. Orsatti were the producers.

Running time, 70 minutes. General classification. Release, in September.

JAMES M. JERAULD

Production Up

(*Continued from page* 1)

Ludwigh H. Gerber Prods., British-Lion (Independent); "The Blessing" (Metro-Goldwyn-Mayer); "Night of the Quarter Moon" (Metro-Goldwyn-Mayer); "North by Northwest" (Metro-Goldwyn-Mayer); "No Man on the Bullet," CinemaScope, Color (Universal International); "This Earth Is Mine," Vintage Prod., CinemaScope, Color (Universal International).

Completed were: "Mardi Gras," CinemaScope, DeLuxe Color (20th Century-Fox); "Lonelyhearts," Dore Schary Prod. (United Artists); "Up Periscope," Lakeside Prods., WarnerColor, WarnerScope (Warner Bros.).

'Twilight' Opens Sept. 10

The opening of Universal-International's "Twilight for the Gods" and "Kathy O'," at the RKO Albee Theatre, announced for Sept. 3, has been postponed until Sept. 10.

K. C. Upbeat

(*Continued from page* 1)

mid-America premiere here last Thursday at the Missouri Theatre. The advance seat bookings indicate that the picture will have a lengthy and profitable engagement, perhaps equalling or surpassing the records of any of the Cinerama productions previously shown at the theatre.

Other Good Signs

Besides the initial success of "Windjammer," the heartening factors recently were the six-weeks engagement of "Indiscreet" at the Paramount Theatre and the continued draw of "And God Created Woman" at the Kimo, an art house. The 6-weeks run of "Indiscreet" set a new mark for the downtown Paramount and the Kimo sometime ago established a new engagement record with the Brigitte Bardot film, now in the 13th week.

The past summer has been especially rewarding for the drive-ins, which, despite unseasonably cool weather in June and early July, and frequent precipitation, usually on week-ends, have enjoyed a patronage considerably above that expected or hoped for in view of general business conditions.

Skouras Sees

(*Continued from page* 1)

employed all of Hollywood's resources and he praised the Bergman and More pictures, asserting both have high box office potentials, and declared the "Robin Hood" film important despite its modest budget.

The 20th-Fox president tentatively plans to return here on Monday to continue his production planning conferences with Joseph Moskowitz, studio representative, and Robert Goldstein, European production chief for the company.

Silent on NLRB

(*Continued from page* 1)

tail establishments are subject to NLRB jurisdiction only if they buy more than $1,000,000 directly from outside the state each year or more than $2,000,000 each year indirectly from outside the state. Under the new proposal, theatres and other retailers would be covered if they did more than $500,000 of gross volume during the year, thus covering many medium sized establishments now exempt.

To Consider Comments

The board will now consider the comments it received from other groups, decide whether to modify or affirm its original proposal, and set an effective date for the change.

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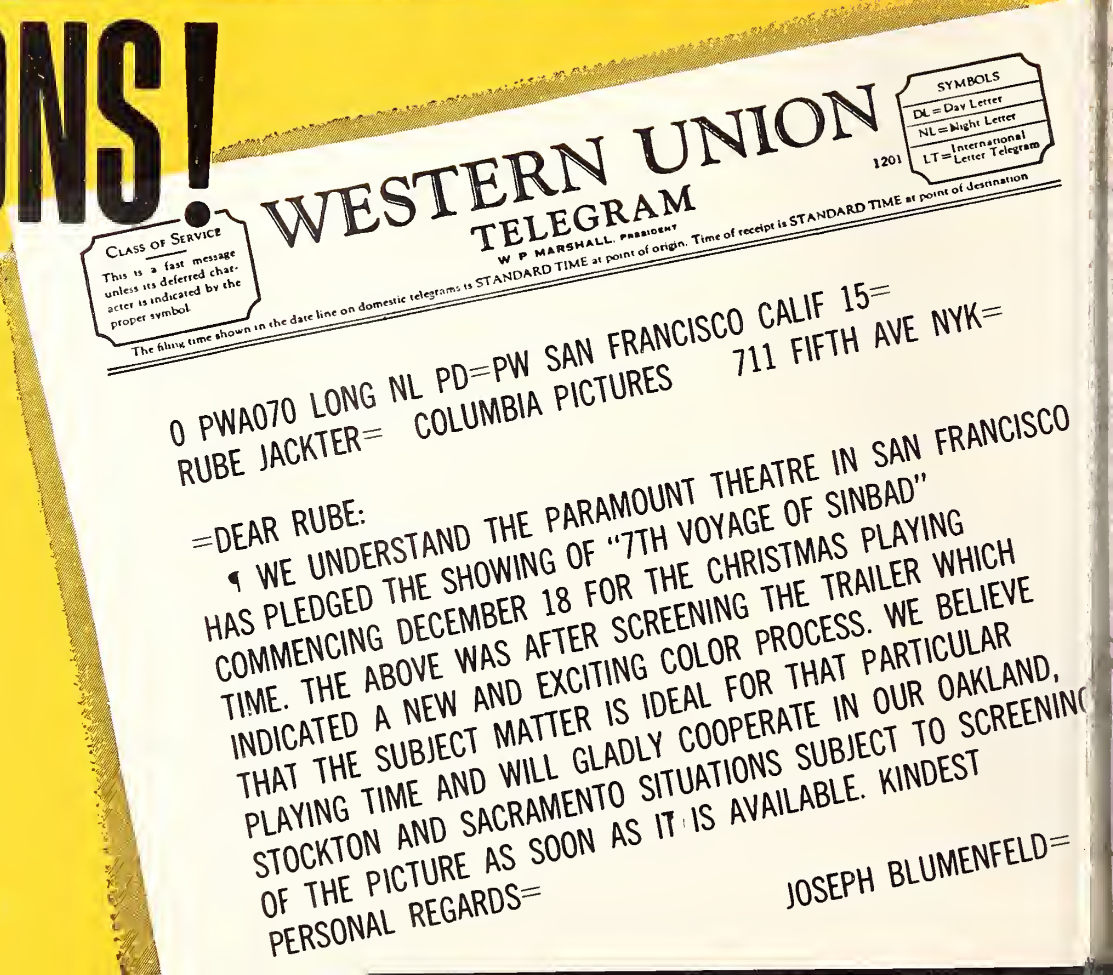
JOSEPH BLUMENFELD* HAS SET CHRISTMAS PLAYING TIME FOR COLUMBIA'S SINBAD IN HIS OAKLAND, STOCKTON and SACRAMENTO SITUATIONS!



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WESTERN UNION
TELEGRAM
W P MARSHALL, PRESIDENT

1201

SYMBOLS
DL = Day Letter
NL = Night Letter
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0 PWA070 LONG NL PD=PW SAN FRANCISCO CALIF 15=
RUBE JACKTER= COLUMBIA PICTURES 711 FIFTH AVE NYK=

=DEAR RUBE:

¶ WE UNDERSTAND THE PARAMOUNT THEATRE IN SAN FRANCISCO HAS PLEDGED THE SHOWING OF "7TH VOYAGE OF SINBAD" COMMENCING DECEMBER 18 FOR THE CHRISTMAS PLAYING TIME. THE ABOVE WAS AFTER SCREENING THE TRAILER WHICH INDICATED A NEW AND EXCITING COLOR PROCESS. WE BELIEVE THAT THE SUBJECT MATTER IS IDEAL FOR THAT PARTICULAR PLAYING TIME AND WILL GLADLY COOPERATE IN OUR OAKLAND, STOCKTON AND SACRAMENTO SITUATIONS SUBJECT TO SCREENING OF THE PICTURE AS SOON AS IT IS AVAILABLE. KINDEST PERSONAL REGARDS=

JOSEPH BLUMENFELD=

*General Manager,
Blumenfeld Theatres

All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

. 84, NO. 47 NEW YORK, U.S.A., FRIDAY, SEPTEMBER 5, 1958 TEN CENTS

Strike

roducers in -Year Pact ith Directors

stern Units Reach Wage, cognition Agreements

he Screen Directors International d and the Film Producers Assn. New York yesterday jointly an- iced they had reached a con- ual agreement covering screen di- rs employed by members of the ciation.

ie SDIG earlier had threatened it would strike if an agreement not been reached by today. The said it had rejected the strike it but after being advised that G had approved changes and ifications in contract terms pro- d by the Association, FPA mem-

(Continued on page 5)

troit Papers Struck; eatres Take to Air

Special to THE DAILY

ETROIT, Sept. 4.—The discharge ie press man by the morning "De- Free Press" yesterday resulted in ike that shut down the entire pa- no issue having been published y.

hen the city's other newspapers, "Times" and "News," both eve- , also shut down, exhibitors took ie air again, signing up for numer- radio and television spots for pro- and other announcements.

is is the third newspaper strike has left Detroit without papers iree years. Exhibitors here came igh the earlier strikes in fair e and are likely to do the same , even though there is no indica- whether the strike will be settled ediately or will be protracted for time.

elevision Today Page 5

Motion Picture Herald Presents Plan for a National Movie Night

A plan for holding a National Movie Night some time in October as a show case for new season's product and to generate talk about motion pictures and the theatres among the nation's opinion makers is proposed editorially in the current issue of Motion Picture Herald.

Martin Quigley, Jr., editor of the Herald, suggests that to carry out the plan 2,500 theatres in every part of the country be specially designated to exhibit one of 25 selected new season features on National Movie Night. Distributors would provide 100 prints of each of the 25 selected films without cost; the theatres would be host to a specially invited list of community or, in some instances, national leaders.

The Herald plan envisions National Movie Night as the prestige event of the season in the key communities in which it is held. Thus, in Washington, D. C., for example, the guest list would be headed by President and Mrs. Eisenhower. Elsewhere, governors, mayors, civic, social, educational, industrial and professional leaders and other opinion makers would be the theatres' guests.

The Herald editorial points out that the plan would entail no great outlay of cash and its simplicity would make its organization and administration relatively easy. It suggests that COMPO be authorized to select the 25 pictures for the first National Movie Night and to designate the 2,500 theatres to participate. It also proposes that Ned E. Depinet head the project and compose any differences among distributors or exhibitors.

The Herald's editorial observes that in some communities the choice of a

(Continued on page 2)

Threatens Closing Over 2-Men-in Booth Issue

Special to THE DAILY

HARRISBURG, Pa., Sept. 4. — The Senate Theatre here has threatened to close permanently tomorrow night unless Local 488, Motion Picture Machine Operators Union, agrees to discontinue insistence upon two men in the booth at all times.

B. J. Bispeck, manager of the first run Senate, said the theatre employs

(Continued on page 4)

Ask $400,000 Damages Over 'Moby Dick' Pact

Suit asking $400,000 damages was filed in U. S. Federal District Court here yesterday by Moulin Productions, Inc., against Warner Bros. alleging unauthorized departures from provisions of a June, 1954, agreement for the exclusive distribution of "Moby Dick" by Warners.

The Moulin complaint charges Warners with unauthorized deductions of cost, advertising and other matters from distribution receipts.

REVIEW:

Houseboat

Paramount—VistaVision

A GROUP OF nice people have a lot of fun as well as some poignant and some tender moments aboard an inviting houseboat on the Potomac near Washington, and much the same sort of welcome diversion awaits the audiences for this Jack Rose production starring Cary Grant and Sophia Loren. It's a highly diverting story, an exceptionally handsomely mounted production, with Grant giving one of his better performances and Miss Loren proving that she possesses genuine acting ability. It is perhaps her best performance to date.

A splendid trio of co-stars in the persons of Martha Hyer, Harry

(Continued on page 4)

Unanimous

Uphold Ruling In Favor of Distributors

Mass. Circuit Court Affirms 'No Conspiracy' Verdict

Special to THE DAILY

BOSTON, Sept. 4. — The Circuit Court of Appeals today unanimously upheld a lower court decision in favor of the major distributors in the $1,000,000 Park-Neponset anti-trust suit originally tried in 1954. The opinion written by Justice John P. Hartigan affirmed the verdict for the defendants which followed trial of the suit before Judge Charles Wyzanski in District Court.

Roy Smith, operating the Park Theatre, Walpole, Mass., sued for $1,000,000 damages against the eight majors, Republic, Monogram, M&P

(Continued on page 4)

TPA Near Exchange Deal for Red Films

Stations and networks possibly within three months may be able to purchase from Television Programs of America some half dozen Russian television films, and probably much sooner 13 Czechoslovakian films. Manny Reiner, vice-president for foreign operations, added he also favors acquiring two Polish pictures.

He returned Tuesday from one month in those countries, and talked to the press yesterday.

The arrangements are exchange, no money, as they are in the motion picture industry. He offered Government officials his whole line, and they

(Continued on page 4)

'Harry Black' Follows 'Hunters' at Paramount

Twentieth Century-Fox's "Harry Black and the Tiger," a picturization of David Walker's thrill adventure drama, will be the next attraction at the Paramount Theatre. The CinemaScope-De Luxe color production, made in India by Lord John Brabourne, will follow the current engagement of "The Hunters."

PERSONAL MENTION

DARRYL F. ZANUCK arrives here from Paris today with a work print of his forthcoming film, "The Roots of Heaven."

•

HERBERT L. GOLDEN, vice-president in charge of operations of United Artists Corp., and president of its subsidiary, United Artists Television, Inc., has returned to New York from a four-week business trip to Europe.

•

HARRY J. MCINTYRE, 20th Century-Fox home office lawyer, will return here today from London via B.O.A.C.

•

ABRAHAM COHEN, owner of the New Essex Theatre in Baltimore, and **MRS. COHEN** have returned there from a trip to Hollywood.

•

HARRY GOLDBERG, advertising and publicity director for Stanley Warner Corp., will leave tonight for Australia to attend the premiere in Sydney of "This Is Cinerama" on Sept. 17. En route and on his return trip he will make stops in the South Pacific.

•

SAMUEL HACKER, industry C.P.A., has returned here from Los Angeles, where he conferred with motion picture and television producers.

U.S. Civil Service Film Openings Announced

From THE DAILY Bureau

WASHINGTON, Sept. 4.—The U.S. Civil Service Commission is accepting applications for motion picture specialist positions in the $4,980 to $9,890 a year salary range.

Most of the openings are with the Department of Agriculture and the Department of the Navy, in the Washington, D. C., area. A few positions also may be filled in foreign countries. The openings include producer-director, script writer and editor, and film editor. Applicants must have had experience. Full information concerning requirements is given in civil service examination announcement No. 157B, which may be obtained from post offices or from the U. S. Civil Service Commission, Washington 25, D. C.

Hyman to Host Press

Edward L. Hyman, vice-president of American Broadcasting-Paramount Theatres, will meet with the trade press on Tuesday for cocktails and lunch in the Paramount Building to present a progress report on the orderly distribution program.

Herald Plan

(*Continued from page 1*)

theatre or theatres to participate in the first National Movie Night might present a problem but that it should be borne in mind that the project is designed to promote motion pictures and theatres in the public mind and the resultant benefits would accrue to all exhibitors and the entire industry. It suggests that where a local choice presents real difficulty, a coin toss might be permitted to determine which theatre participates the first time.

Would Be Repeated

If the project is a success, the Herald reminds, it would be repeated from time to time either annually or semi-annually and every theatre would have its turn to become host to the community leaders.

The editorial suggests that "over 2,000,000 Americans would be guests of the motion picture industry for one evening and (they) would generate an enormous amount of press and magazine attention. Television's Fall programs would have to seem pale and weak when dramatically confronted with more than a score of strong, new, theatrical features."

Ken Prickett to New Ind. And Ohio Allied Posts

Special to THE DAILY

INDIANAPOLIS, Sept. 4.—Ken Prickett, for the past two years manager of the Dickinson Operating Corp.'s Waterloo Theatre, Waterloo, Ia., has been named executive secretary of Allied Theatre Owners of Indiana and of Independent Theatre Owners of Ohio, filling the vacancy caused by the recent death of William Carroll.

Takes Over Sept. 15

Prickett will make his home here and will assume his new work on Sept. 15.

Prickett has had wide experience in theatre operation and previously was general manager of the Don George circuit and for 10 years was a member of the public relations and exploitation staff of M-G-M.

Benefit Premiere Oct. 7 For Warners 'Old Man'

The National Foundation will sponsor the world premiere of "The Old Man and the Sea" at the Criterion Theatre on Broadway Tuesday evening, Oct. 7. The benefit premiere of the Warner Bros. release was announced by Roy W. Moore, chairman of the New York March of Dimes, the fund-raising arm of the organization originally known as the National Foundation for Infantile Paralysis.

TENT TALK

Variety Club News

DETROIT—A dinner wil be given by the crew of Tent Five on Monday for Ralph Prels, regional director of Variety. He comes from Philadelphia, where he is vice-president of the Berlo Vending Co.

△

BALTIMORE—Tent 19 will reopen its headquarters this Saturday night after they were shut down for redecorating and refurbishing. Initial social of the fall season will be the "First Nighter" with barkers Al Zlatin and Hy Boyar as hosts.

△

ALBANY—The Albany Variety Club will be visited by International Chief Barker George Eby, of Pittsburgh, during an "open house" which it will observe late this month at the new clubhouse. Chief Barker Samuel E. Rosenblatt said that Eby will attend a special meeting of the crew at that time. Tent 9 purchased a three-story-and-basement brick house for its quarters last spring.

Producers, Stars Will Attend UA Meetings

Some 30 producers, star-producers and representatives of publicity offices will join United Artists executives and promotion people at the company's first international promotion convention, which opens this Sunday at the Ambassador Hotel in Los Angeles.

Opening event of the four-day meeting is a cocktail reception at the Ambassador for the full body of delegates. Guests will include producers affiliated with UA and stars of UA releases.

The first workshop session of the convention will be held on Monday. The purpose of the meetings is to develop a comprehensive campaign to back the record UA product lineup for the next 12 months, which represents an investment of more than $65,000,000.

The meeting is expected to set the biggest ad - publicity - exploitation budget in UA history. Announcement will also be made of a new production schedule.

To Reopen Theatre

BOLINGER, Ala., Sept. 4. — The Bolinger Theatre, which has been dark for several years, is scheduled to be reopened on Oct. 2 by Charles Waterall, Sr., who also owns and operates several other theatres in Alabama. His headquarters are in Chatam. During the past month the theatre was completely remodeled.

FIDO Seeking Chief Executive Officer

From THE DAILY Bureau

LONDON, Sept. 2 (By Air Ma
The Film Industry Defense Orga
tion (FIDO) has invited applica
for the post of chief executive of
The position, "for which a substa
salary will be paid," calls for "an
administrator with extensive ex
ence of negotiation as well as a
timate knowledge of the film in
try."

FIDO, which will control the s
ing of cinema films on TV here,
into effect Aug. 31. Out of a
provided by a one farthing lev
all paid admissions other than c
dren's matinees or charity perf
ances or where a theatre's weekl
takings are less than £200 ($
FIDO will acquire from any p
who intends to make a British
available to TV an undertaking
to do so.

This responsibility will be
cised only in respect of British
and further only when the a
rity is satisfied that the film will o
wise be offered to TV.

Decision Postponed Homevision Franchis

From THE DAILY Bureau

HOLLYWOOD, Sept. 4. —
county board of supervisors
postponed a decision two weeks
proposed closed-circuit tele
franchise for Antelope Valley. S
visor Warren M. Dorn requested
for more study after a spirited he
where speakers argued pro and
on the merits of pay television.

The franchise had been soug
Homevision, Inc., which was
sented at the hearing by attorney
McCarthy, Jr. The opposition wa
by Julius Tuchler, chairman o
Antelope Valley Citizens Com
Against Pay Television. Hearin
be resumed Sept. 18.

Elevate Montemurro

HOLLYWOOD, Sept. 4. —
Montemurro, 20th Century-Fox
chasing agent, has been elevat
the position of assistant studio
ager effective Monday, Sid F
executive production manager,

NEW YORK THEATI

RADIO CITY MUSIC HALL
Rockefeller Center • CI 6-4600
REX HARRISON • KAY KEND
"THE RELUCTANT DEBUTAN
JOHN SAXON • SANDRA DEE
AN AVON PRODUCTION FROM M-G-M
and GALA NEW STAGE SPECTACLE

MOTION PICTURE DAILY. Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Floyd E. Photo Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager, TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Canby, Eastern Editors. Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; Telephone HOllywood 7-2145; Washington, J. A. Otten, National Press Club, ington, D. C.; London Bureau, 4, Bear St. Leicester Square, W. 2. Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Roc Center. New York 20, Telephone CIrcle 7-3100. Cable address: "Quigpubco. New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vic dent and Treasury; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 times as a section of Motion Picture Herald; Television Today, published daily as a part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fame. Entered as class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign. Single copie

Here are the facts
ON YOUR

*87 TO 1
SHOT THAT
WINS
EVERYTIME!

***SINDLINGER & COMPANY** conducted 31,824 personal interviews for trailer impact on an admission basis...

HERE ARE HIS FINDINGS:

If a theatre has an average admission price of 50c, and plays to 200 people per performance, it will gross $100.00. 87 of these people will be motivated by the trailer to return to see the picture being advertised. 87 admissions @ 50c is $43.50.

Therefore, if the theatre invests 50c (one ticket of admission) in a trailer showing to 200 people, the investment will return $43.50.

...a ratio of

87 TO 1

...the facts are HERE

...a SOLID 87 TO 1 SHOT THAT WILL WIN

ANNUITY

Payable to:

Mr. Exhibitor

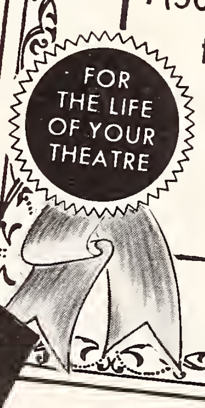
FOR THE LIFE OF YOUR THEATRE

Investment: 1 TICKET*

Return: $43.50*

The Facts

*SINDLINGER proves that 1 (50c) TICKET invested in a trailer showing to 200 people will return $43.50 on the investment.


FOR THE LIFE OF YOUR THEATRE

DON'T GAMBLE WITH THE LIFE OF YOUR THEATRE, GET YOUR ANNUITY TODAY *(with all the proven facts)* DIRECT FROM YOUR LOCAL N.S.S. EXCHANGE. THE PRIZE BABY WON'T STEER YOU WRONG.

PEOPLE

Jack O'Quinn, whose career as an exhibitor in southeastern Louisiana dates back many years, recently disposed of his interests in three theatres in New Iberia, La., to **Mr. and Mrs. Dick Coor**, Baton Rouge, La. O'Quinn will devote his time to operation of a motel in New Iberia. Coor has been with Ogden Theatres in Baton Rouge as manager.

□

Henry Glover, who is retiring as New Orleans branch manager for Allied Artists, will be honored at a testimonial dinner at Arnaud's Restaurant there on Friday, Sept. 19. **Joe Fabacher** is chairman of the committee on reservations.

□

George Daransol, manager of the Crest Theatre in Baltimore, has been appointed general manager of the Uptown, Pike and Avalon Theatres there in addition to retaining his post at the Crest.

□

Harry Schindler will manage the Charles Theatre, Baltimore, when it reopens on Sept. 15, following remodeling.

□

Jack Pope, owner-operator of the Joy Theatre, Rayville, La., has purchased the Strand in Farmersville, La., and renamed it the Joy.

□

Raymond S. Smith, who retired recently as branch manager for Warner Bros. in Albany after 28 years with the company there and in Buffalo and in Boston will be honored at a testimonial dinner Sept. 22 at the Sheraton-Ten Eyck Hotel.

Threaten Closing

(*Continued from page* 1)

five projectionists and 24 others, all of whom were notified two weeks ago of the possible closing. He said the theatre had proposed using three projectionists only but increasing their salaries 15 per cent and according them other benefits. The offer was refused.

John L. Bruner, Sr., president of the local, said the members would meet today and review the situation, but would have no statement to make until after the meeting.

John Evans of Greater Union Theatres Here

John Evans, general manager of Greater Union Theatres, Australia, has arrived in New York for a brief visit, during which he will be the guest of Capt. Harold Auten, American representative of G.U.T., at the Lotos Club here.

Evans will leave for Montreal today to spend a few days visiting his son there, and returning to New York on Tuesday. After several days here he will spend some time in the West, returning to New York before departing for Australia.

Houseboat

(CONTINUED FROM PAGE 1)

Guardino and Eduardo Ciannelli, as well as some able juvenile players in important roles, add interesting and enjoyable performances to this tale of a man-about-town who tries to hold his family of three together after their mother's death, and who gets the biggest assist from Cupid, in the person of Miss Loren. With the nation's eye-pleasing capital for a major background, and with Mel Shavelson's knowing and discriminating direction, the picture's attraction-potency is considerable and should prove a substantial box office performer.

Grant, whose career and, perhaps, less serious interests, have made him a stranger to his own family, is startled to discover his two young sons and a daughter prefer to live with his in-laws after their mother's death. Grant decides to try to make a new home for them and to win their love and respect. He moves them from the suburbs to his bachelor apartment in Washington where one domestic crisis piles upon another, and as an aftermath to one of which the youngest boy, a seven-year old, disappears in the night.

The lad meets Miss Loren who, as the daughter of a touring maestro, Ciannelli, feels her life on the fringe of concert halls to be too restricted and she, too, has determined to strike off on her own. After a night spent at an amusement park the girl returns the lad to his home and makes an immediate hit with Grant's other two children. At their insistence, and because she has nothing better to do, she agrees to become their "maid."

LIVING QUARTERS present a problem, and circumstances, some amusing and some improbable, eventually put the family aboard a dilapidated houseboat moored in the Potomac, but it is transformed into an attractive domicile shortly with all hands contributing.

Inevitably, despite day to day complications, the father becomes closer to his children, with the understanding help of Miss Loren, and there comes the night when father and "maid" realize they're in love. The romance is complicated both by the fact that only a short time previously Grant has proposed to, and been accepted by, Miss Hyer, his former sister-in-law; and by the re-alienation of Grant's children, who are not immediately reconciled to the idea of accepting a new "mother." But all comes out as it should in due time.

Charles Herbert, Mimi Gibson and Paul Petersen are fine as Grant's difficult and troubled brood, being just ornery enough on occasion to convince audiences that they're for real. Harry Guardino scores as a happy-go-lucky Italian bachelor on the make for Grant's "maid." Ciannelli gives a polished interpretation of the distinguished conductor, baffled at times by his vital, motherless daughter, Miss Loren. Murray Hamilton registers as a friend of Grant's, and Miss Hyer as his enamoured sister-in-law.

Rose and Shavelson wrote the screen play and Jay Livingston and Ray Evans the two songs sung by Miss Loren and the children, "Bing, Bang, Bong" and "Almost in Your Arms." They're good tunes that add to the fun. "Houseboat" is, in fact, a boatload of entertainment.

Running time, 110 minutes. General classification. Release, in November.

SHERWIN KANE

TPA Red Deal Near

(*Continued from page* 1)

seemed to favor "Lassie" and "Fury." in the Czech deal, which he said he may close any day, he would divide his offering between these two series. He looked at films, he said, strictly from the commercial viewpoint—whether stations and sponsors and the American people would find them acceptable—and Government officials with whom he negotiated looked at them from the cultural. They are high in their television programs on the documentary, the informative, and also on children's programs.

He was not, for reasons of competition, able to disclose what, specifically, he would bring in, but said they are films varying in length and to some extent could be as interesting to viewers here as the Moiseyev Ballet.

He said throughout his negotiations and conversations he found it difficult to adjust to the realization everyone works for the Government, and when he found television playing features two weeks after and even simultaneously with theatres asked an official whether this didn't hurt theatre business. And got this answer:

"Same management."

Take Over Detroit House

DETROIT, Sept. 4. – The Wisper and Wetsman circuit has taken over operation of the Lincoln Park Theatre. For some 30 years it was an independent operation conducted by Max Allen. Managing the property will be Norman Wheaton. He was for many years with the Telenews Theatre, and only recently severed his connection with United Detroit's Madison.

Court Uphel

(*Continued from page* 1)

Theatres, New England The
American Theatres Corp., Loew's
ton Theatres, Keith Massach
Theatres and Philip and Richard
of Smith Management Co. The
was a jury trial before Judge W
ski. The jury found no consp
Attorneys for the plaintiff immed
announced the case would be app
to the Circuit Court of Appeals
The case was argued befor
Circuit Court last June. Atto
were George S. Ryan and W. Br
Ryan of Boston for the plaintif
Robert W. Meserve of Nutter,
Clennen & Fish for the defen
Edward Raftery, representing
Mass. Theatres, M. Roberts for
gram and Edward Lavine, repr
ing Smith Management.

No Errors Found

The case before the Circuit
concerned alleged errors on th
of Judge Wyzanski in excludin
dence pertaining to the Paramou
crees. The Circuit Court found
was no error here, stressing th
that the plaintiff's theatre bega
eration in 1947, two years aft
date of findings of fact in the
mount case. The opinion states
evidence "would have confused
than enlightened the jury." Th
nion also referred to the "u
vagueness and confusion" displa
Roy Smith, owner of the Park th
in conversations with represent
of the defendant distributors.
The court ruled the plaintiff
jections about the conduct o
trial were without merit, and th
jury's verdict that none of th
fendants had joined in a cons
was not rendered improper b
of the judge's ruling on the evi
In view of this the court said i
unnecessary to consider the pla
contentions concerning the da
of the case.
The plaintiff may still elect to
for certiorari to the Supreme
of the United States.

Buys Third Drive-in

NEW ORLEANS, Sept. 4. –
Bluestone has acquired the
Green Drive-In on a long term
with option to buy from owner
Keyhan. The new managemen
get under way Oct. 1. This is
stone's third since entering the
of exhibition. The first of the y
acquired the Ren, McComb, M
few months later he took ove
Chief, Natchitoches, La.

Col. House to Reope

COLUMBUS, Sept. 4.—The
art house recently acquired
Charles Sugarman by the Art T
Guild, Inc., will reopen Sept. 1
week later than originally anno
The extra week will give add
time for extensive redecoration
Robert Little, ATG general ma
Opening attraction will be
mount's "The Matchmaker" with
ley Booth and Anthony Perkins.

ational
re-Selling

VINDJAMMER," that superb
film made aboard the Nor-
an sailing ship, the Christian
ch, was selected by "Redbook" as
picture of the month for Septem-
It was photographed in National
tre's "Cinemiracle" process.

•

te Martin flew to Seattle, Wash.,
n interview with Maurice Cheva-
The article appears in the Aug.
ssue of "The Saturday Evening
" illustrated by production photos
from 1931 to 1935. He co-
ed in box office hits with Clau-
Colbert and Jeanette MacDonald
g this period. He is at present
ng "The Blessing" for M-G-M.

•

x Harrison and Kay Kendall,
happily married thespians,
ed through a sparkling M-G-M
dy titled "The Reluctant Debu-
" according to "Life's" Aug. 25
. The last time these talented per-
ers co-starred together was years
n "The Constant Husband." Their
s doing exceedingly well at Radio
Music Hall.

•

ans-Lux's "The Case of Doctor
ent" was reviewed in the Sep-
er issue of "Redbook" by Flor-
Somers. She says "This unusual
tackles a subject of interest to
married people—the case for
al childbirth. The topic is han-
intelligently and not sensationally
is picture, a beautifully acted
a. Made in France and starring
Gabin and Nicole Courcel, it is
tic with touches of humor and
s."

•

eventeen" magazine has selected
ale of Two Cities" as the picture
e month for September.

•

beit Maurice Chevalier is nearing
ne is in my opinion the most
ning male entertainer of the pre-
generation. "Look" has produced
torial article based on Chevalier's
red song in "Gigi," "Thank Hea-
or Little Girls." In the magazine
alier is seen spending a sunny
noon in Central Park, New York,
a little girl aged nine.
aurice is quoted as saying, "I had
noose between my public and a
affair, and I always chose the
c. I am having an eternal love
with the public."

•

larry Black and The Tiger,"
h is ready for release, has the
fit of the pre-selling assistance of
tam Books" edition of David
ker's novel. This 20th-Fox film
made in De Luxe color in India.

WALTER HAAS

No Strike

(*Continued from page 1*)

bers were willing to consummate an agreement.

The new contract recognizes the Guild as the bargaining unit for directors, and establishes minimum wages and working conditions, which were the principal issues. The agreement, which is expected to be signed in a day or two, will become effective immediately and is for a three-year period.

It provides for minimum pay for freelance directors of $275 to $450 per week, depending on the complexity of the directorial assignment involved; Producers are not required to use directors but if they do, the individual hired must be a member of the Guild or, if not, must join it in 30 days.

Owner-directors of a production need not join the Guild, but should they elect to, they may do so on the same basis as any other director. Also, provision is made in the new contract for apprentice directors to be developed by producers from within their organizations.

The agreement applies equally to Canadian members of the Guild. SDIG claims to represent 90 per cent of the screen directors in the New York area and Canada.

FPA is composed of 35 documentary, industrial and TV commercial film producers.

Md. Censors Report Year's Receipts $68,219

Special to THE DAILY

BALTIMORE, Sept. 4.—The forty-second annual report of the Maryland State Board of Motion Picture Censors, covering the fiscal year ended last June 30, shows its total receipts were $68,219, compared with $71,387 the previous year. The figures represent fees required by law for the examination of films.

According to Chairman C. Morton Goldstein, the board reviewed 32.437 reels, or a total of 50,478,875 feet of motion picture film.

No film was rejected in its entirety. Twenty-nine films were modified in part.

Resumes Solo Operation

The Arthur P. Jacobs Co., which for the past year had been integrated with Rogers, Cowan & Jacobs, has resumed solo operations in the public relations field. Irving Windisch has been named vice-president in charge of New York operations.

Canadian Law Limits Station Ownership

Special to THE DAILY

OTTAWA, Sept. 4.—Famous Players Canadian Corp. and RKO, with interests in TV stations in Canada, face a problem under the Government's new broadcasting Act, unless the Act is amended.

Under the Act, a broadcasting station must be 75 per cent Canadian owned.

The issue was brought up before a Senate Committee by S. M. Finlayson, president of Canadian Marconi Co., which owns CFCF, Montreal.

The committee instructed CBC general manager Alphonse Ouimet to obtain information on the number of broadcasting stations which would be affected by the new act.

Television Today

Linkletter Host at San Diego Festival

Special to THE DAILY

SAN DIEGO, Cal., Sept. 4.—Art Linkletter celebrated his 25th anniversary in show business today with a CBS radio and television broadcast of his "House Party" from the deck of the carrier USS Kearsarge, in San Diego harbor.

Linkletter had a narrow escape when the helicopter in which he left the carrier to mark the conclusion of the show failed to release two of its tie-downs, causing the plane to bank sharply. The pilot righted the plane in time for the ground crew to complete its release.

Linkletter was host to the press and CBS executives on the one day junket to the oldest city in California, where he is a featured guest of San Diego's annual nine-day pageant, Fiesta del Pacifico.

Among those attending from CBS were: William Dozier, vice-president Hollywood programs; Bert Lown, station relations manager; Robert Blake, director west coast publicity; Robert Livingston, west coast sales manager; and John Guedel, partner and producer of Linkletter's shows.

Los Angeles KTTV Has Saturation Device

Los Angeles station KTTV claims it has a new advertising plan, "a saturation package." Sales vice-president John Vrba declared during one month and by using eight major syndicated programs, sponsors achieved up to 95 per cent saturation. The station avers coverage is unduplicated, unlimited, and may be achieved if certain shows are packaged. It is offering two, "The Big Reach" and "Cover-All." Each week sponsors are in four of the eight shows in each package. Alternate weeks, a different set of four programs is used. Vrba comments: "This offers program identification with eight different shows, big program prestige, commercials locked into the program, repetitive impressions through habit-viewing: it makes possible the advantages of spot announcements with the advantages of program sponsorship at a low cost per thousand; and it is advertising insurance—because a sponsor reaches different audiences different nights on different programs."

TV Turns to Records for Exploitation

By SAMUEL D. BERNS

HOLLYWOOD, Sept. 4. – With a highly competitive television season on the horizon, exploitation will play an important role in attracting viewers, Herbert B. Leonard forecast to keynote a luncheon interview at the Hollywood Brown Derby.

Music with Narration

Taking a cue from today's most potent exploitation medium for theatrical motion pictures, title songs or thematic music from films played by the nation's disc jockeys, Leonard, producer of ABC-TV's "Naked City," which makes its debut Sept. 30, disclosed plans to capitalize on an album of thematic music from the series, narrated by its central figure, John McIntyre. The album, composed by George Duning and Ned Washington, will also serve as the initial release of Screen Gems Music Publishing Company.

Leonard and Sterling Siliphant, his associate on this series, are planning to cover 12 Trendex cities for advance press showings of some of the series' segments, and will invite disc jockeys. Albums will be distributed to herald the half-hour show which will be sponsored alternately by Quaker Oats, through J. Walter Thompson, and Viceroy cigarettes, through Ted Bates agencies.

Makes Paperback Deal

In addition, Leonard has made arrangements to take advantage of another proven theatrical exploitation gimmick, paperback books. The producer has made a deal with Dell Publishing Company to release a novelized version of five of the series teleplays, to be distributed concurrently with launching of the program.

Leonard, a coast-to-coast commuter, with "Naked City" shooting in the East, and "Rescue 8," slated as a syndicated show for distribution by Screen Gems, being filmed here at the same time, regarded New York TV production facilities on a par with Hollywood, with the exception that New York offers much more in terms of actors, providing an abundant source of fresh faces.

Leonard, producer of "Rin Tin Tin" and "Circus Boy," filmed series on ABC-TV, said that his "77th Bengal Lancers" series will be syndicated by Screen Gems.

Robertson to Star

Cliff Robertson has been signed for a starring role in "The Days of Wine and Roses" on the CBS Television Network's "Playhouse 90" Oct. 2.

"THE DEFIANT ONES

...broke every existing record in the 37 year history of our Roosevelt Theatre by an unbelievable margin"

BALABAN & KATZ CORPORATION
EXECUTIVE OFFICES
CHICAGO THEATRE BUILDING
CHICAGO 1, ILL.

TELEPHONE
RANDOLPH 6-5300

DAVID B. WALLERSTEIN
PRESIDENT

August 26, 1958

Mr. Stanley Kramer,
Stanley Kramer Productions,
650 North Bronson Avenue,
Hollywood 4, California.

Dear Stanley:

I was confident that when the Roosevelt Theatre in Chicago was selected for the World Premiere of THE DEFIANT ONES, we would have a terrific engagement. I was equally confident that this picture had all the entertainment qualities of story, action, drama and sex to make it the most talked-about picture of the year.

You said while you were here that we had done everything we could - the rest was up to the public. Now the score is in. The first week's boxoffice gross broke every existing record in the 37 year history of our Roosevelt theatre by an unbelievable margin - and now, the second week's record has also been broken. We are playing to all kinds of people - men and women - young and old - and it's just too bad you can't see and feel the audience reaction and hear the comments and tremendous applause at the end of the picture.

The "electricity" is in the air, and we are looking forward to a continued wonderful engagement. This picture not only opened big - it has legs.

Best regards.

Sincerely,

Dave

STANLEY KRAMER PRESENTS TONY CURTIS/ SIDNEY POITIER AS "THE DEFIANT ONES" WITH THEODORE BIKEL / CHARLES McG
LON CHANEY / KING DONOVAN / KEVIN COUGHLIN / CARA WILLIAMS/WRITTEN BY NATHAN E. DOUGLAS AND HAROLD JACOB S
PRODUCED AND DIRECTED BY STANLEY KRAMER/RELEASED THRU UA UNITED ARTISTS

All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

.. 84, NO. 48 NEW YORK, U.S.A., MONDAY, SEPTEMBER 8, 1958 TEN CENTS

es Value

oreman Urges reater Use f Festivals

ducer of 'Key' Enthuses er Edinburgh Meetings

By FLOYD STONE

rl Foreman wants more film als. And he wants us to enter , more.

t the carnival kind of which are, he feels, too many. Not the with contests, prizes, and cocktail es or the kind where people go eet other people.

e kind, rather, like the Edin- n Film Festival, in which he par- ted in a three day seminar, and which he flew to New York. The he said, where film makers talk t film making.

e producer of Columbia's "The working now on two more big res for that company, a man who

(*Continued on page* 2)

im Curley Signed ease for 'Hurrah'

Special to THE DAILY

STON, Sept. 7.—An agreement ortedly signed by former Mayor s M. Curley releasing Columbia res from any legal liability in ection with its production of the n picture, "The Last Hurrah," introduced last week in Federal before Judge William T. Mc- y. The document was presented hearing on Curley's application preliminary injunction to bar ublic showing of the film.

e typewritten release, dated h 26, 1956, and bearing the sig- e "James Michael Curley" was d as evidence by John Cancian, el for Columbia Pictures Corp., also introduced a canceled check

(*Continued on page* 2)

elevision Today Page 5

Compo Tax Campaign Held Example For TV to Follow on UHF Problem

"Broadcasting" magazine, in an editorial in its issue of September 1, pays high tribute to COMPO's success in obtaining a further reduction in Federal admission taxes at the last session of Congress. "Broadcasters and set manufacturers can look to the harried movie industry for a neat lesson on legislative liaison," the editorial says.

Leaders of other industries subject to excise taxes also have expressed admiration for COMPO's legislative success, and have privately urged their trade associations to adopt COMPO procedures in dealing with their tax problems.

Under the caption, "Little Drops of Water," the "Broadcasting" editorial says:

"Broadcasters and set manufacturers

(*Continued on page* 5)

Cleveland Exhibitors See Better Business

Special to THE DAILY

CLEVELAND, Sept. 7.—A feeling of optimism is beginning to appear in this area with many exhibitors encouraged by the fair-to-good business they did over the Labor Day holiday weekend and during the following week. Downtown major first runs had a field day, especially theatres playing "The Cat on a Hot Tin Roof" and "The Naked and the Dead." "South Pacific," in its 22nd week at

(*Continued on page* 3)

Invites Exhibitors to 'Shirt Sleeve' Meeting

National Allied began a campaign at the weekend to build a record registration for its national convention in Chicago next month with a letter from Jack Kirsch, convention chairman.

Designating it a "shirt-sleeve convention," Kirsch told exhibitors the

(*Continued on page* 3)

Youngstein Opens UA Meet; Wilson to Speak

Max E. Youngstein, UA vice-president, today will deliver the keynote talk at the opening workshop session of UA's first International Promotion Convention at the Ambassador Hotel, Los Angeles.

It was announced at the weekend that Carey Wilson, president of the Screen Producers Guild, will address the convention Wednesday.

The theme of Mr. Youngstein's remarks will be the vital relationship

(*Continued on page* 2)

Italian Box Office Gross Drops But Figures Hold Hope for Future

By GEORGE ARMSTRONG

ROME, Sept. 4 (By Air Mail).—According to the authoritative and just-published 1957 yearbook of the Societa Italiana Autori ed Editori, the Italian box-office gross for 1957 was 112 billion lire, four billion less than in 1956. The unofficial figures for the first months of 1958, it said, indicate that the box-office decline has not been halted.

In spite of these figures and the extraordinary development of local television, the Italian has remained a good movie customer, attending the cinema on an average of 15.3 times in 1957. The English hold the record for Europe with 17.9.

The SIAE noted that the "big" films made more money in 1957 than in the past, and that the domestic production accounted for 30 per cent of the total box office.

"The public is no longer attracted by 'starlets' but now expects pictures to have some artistic qualities," the editors said.

The yearbook also warned against further increase in admission prices—the traditional reflex here when business is poor. "The market won't support further increases and the cinema can save itself only on the condition that it retains its characteristic of being 'popularly priced'."

A surprising statistic is that the number of theatres in operation in 1957 was 10,497. The last official count, in 1953, put the number at 11,780 and the Government has issued 4,000 permits for new ones since then.

TOA Warns:

B-B Dead If Cash Not Sent 'Immediately'

Tells Members Radio All That Might Be Salvaged

Unless the required money is received "immediately," the Business-Building campaign is dead.

In so many words the current Theatre Owners of America bulletin warns members to put up or forget about the b-b campaign.

The ultimatum is especially significant, since it was TOA which first called for an industry business-building campaign more than two years ago at a special meeting held in Chicago and was in the front rank of those insisting on the development of

(*Continued on page* 3)

TOA'S '58 Convention Program Taking Shape

Four major subjects have been set for consideration at Theatre Owners of America's annual convention at the Americana Hotel, Miami Beach, Oct. 21-25, TOA announced at the weekend.

The program highlights are: the study of all possible means of increasing the flow of product; means of keeping post-1948 film libraries from television; means of selling more tickets, and means of reducing theatre operating costs.

Victor R. Hansen, head of the De-

(*Continued on page* 2)

Loew's Stock Hits New Highs; Cite Big Grosses

With well over 100,000 shares of Loew's common traded in last week's four-day market, financial circles were looking for explanations behind the brisk demand and the strength displayed by the issue. It rose to new highs on both Thursday and Friday, closing at 20⅜ Friday on a turnover of 27,000 shares.

The day before, 54,900 shares changed hands to push the price over

(*Continued on page* 2)

PERSONAL MENTION

BEN KALMENSON, executive vice-president of Warner Bros., and CHARLES BOASBERG, general sales manager, are due back in New York today from the Coast.

•

LOUIS PHILLIPS, Paramount vice-president and general counsel, became a grandfather for the first time on Friday with the birth of a daughter to MR. and MRS. GERALD PHILLIPS at Mt. Sinai Hospital here. The father is with the Phillips, Nizer, Benjamin and Krim law firm, and United Artists.

•

SOL A. SCHWARTZ, president of RKO Theatres, left at the weekend on an inspection tour of company properties in Denver, San Francisco and Los Angeles. While in Hollywood he will visit the studios to see new product.

•

KENNETH N. HARGREAVES, president of Rank Film Distributors of America, will leave here tomorrow for Buffalo, returning on Wednesday.

•

ED FELDMAN, 20th Century-Fox publicist, returns here today from Hollywood.

•

LITA SCHNEIDER, daughter of MR. and MRS. SAMUEL SCHNEIDER, was married yesterday to BENNETT KOENIG at the Hotel Pierre here. The bride's father is a former vice-president and member of the board of Warner Bros. and recently opened offices here for motion picture and television enterprises as well as other business ventures.

•

RICHARD GORDON, president of Amalgamated Pictures, Inc., and CHARLES VETTER, vice-president, left here at the weekend for London via B.O.A.C.

•

THOMAS LAW, president of J. Arthur Rank Precision Industries, arrived here at the weekend from London via B.O.A.C.

•

ROBERT KEESHIN, television producer, and MARVIN JOSEPHSON, assistant producer, left here at the weekend for London via B.O.A.C.

UA Meet Opens

(*Continued from page* 1)

between production and promotion. Mr. Wilson will discuss the problems and prospects of the independent producer in today's market.

Other talks today will be delivered by producer Stanley Kramer and screenwriter Philip Yordan.

More Festivals Advocated

(*Continued from page* 1)

confessedly becomes emotionally involved with films he makes, Foreman, at a press conference Friday, spoke frankly to newsmen about festivals.

They generally are anti-American. They welcome American participation because they want the stars and the publicity. They do not, generally, discuss nor encourage film making as an art and craft. In Europe at least, there may be too many.

But, he continued, Americans should participate. Especially in such as the Edinburgh Festival. "There," he commented, "I feel the American industry was making a great mistake by not participating. 'The Old Man of the Sea' and 'The Goddess' both were very fine, but I don't think that is enough.

"I want the Motion Picture Export Association to make a contribution."

Plans Two New Films

Foreman talked with Columbia executives in New York about release abroad of "The Key," and plans for making "The Guns of Navarone" and "The Insurrection"; and flew to the Coast Friday evening for talks with the Writers Guild of America. He represents the British Screen and Television Writers Association, and brings information which he expects will advance the two units' probable affiliation. He said by this action, which he called important and historic, the British organization would be in a position to police the American scene for residual and royalty situations, and the Americans would be able to eliminate certain unfair practices.

He is satisfied with Columbia's handling of "The Key," and elated with Abe Schneider as its president. Schneider, he said, is one of the executives in the industry "who intends to stay in it." He added "The Key" is developing well, and added:

Easier in Hollywood

"I have never believed in the jackpot theory. In any other business if at the end of the year you can show a 20 per cent profit you are doing pretty good. The latest estimates are the picture will return three times the world negative costs. The sterling negative cost is a little over $1,000,000 and we will get that in England alone." His company is Highroad Productions. He is its executive producer. He feels he may find it possible to make a picture in Hollywood, but can't, he said, "look that far ahead." He thinks it is much easier to make a picture there, especially for the one-picture man.

Hollywood is more efficient, he said. None of the studios he's seen equals it. Personally, he prefers Great Britain, now. Its atmosphere is relaxed, its plants capable, its technicians able, its units develop a friendly, a sort of "family" feeling.

Mr. Foreman introduced publicist Irving Rubine, former vice-president of Dougfair Corporation and Robert Stillman Productions and most recently with Blowitz-Maskel. Mr. Rubine is Highroad Productions vice-president, has a participating interest, and in London, in which he will now live, will help Mr. Foreman.

Loew's Stock

(*Continued from page* 1)

20. Low for the year was 12⅞, registered last spring.

Some brokers speculated there was a new proxy fight in the making over the spin-off of the M-G-M studio from the theatre, radio and record businesses, as proposed by Louis A. Green, board member and head of a syndicate voting a substantial block of stock.

Cite Strong Product

On the other hand, company officials and some trade sources said the explanation, if there is one, might be in the company's improved position and outlook. Strong grosses being rung up by "Cat on a Hot Tin Roof," "Gigi," "Reluctant Debutante" and other releases, as well as a number of promising forthcoming productions, could head the company for healthy figures in the black, it was pointed out.

Claim Curley Signed

(*Continued from page* 1)

for $25,000 payable to "James E. Sullivan."

Cancian told Judge William T. McCarthy that Columbia Pictures had paid $25,000 for the release in a somewhat involved agreement under which the film company was assured freedom from any legal action on the part of Curley as a result of the production and showing of the motion picture.

Attorney Julian Y. Lesley, counsel for Curley, told the court that his client had denied signing any release. "Mr. Curley will sign an affidavit that he never signed any release and that he never received any money from Columbia Pictures," Lesley declared, questioning the authenticity of the signature.

Curley, who is 84, was not in court, but when Judge McCarthy suggested that he see a preview of the film Paul N. Lazarus, Columbia vice-president, who was in town for the proceedings, said he could arrange a screening in about ten days.

Disney Sales Meet Set for Sept. 29

Plans for five top-budgeted at tions to be released through the mer of 1959—will be formulated series of conferences starting Sep ber 29 at the Walt Disney studi Burbank, California.

The upcoming pictures are: "S ing Beauty," Technirama-Techni cartoon adaptation in stereopl sound of the classic fairy "Tonka," "Darby O'Gill and the I People," "The Shaggy Dog" "Third Man on the Mountain."

Attending the sessions will be Disney, chairman of the board; Disney, president; and E. Ca Walker, vice-president in charg advertising and sales; Joe Reddy, dio publicity director; Leo F. Sam Buena Vista general sales man Irving H. Ludwig, domestic manager; Ned Clarke, foreign manager; Charles Levy, directo advertising and publicity; Lou dreau, business manager; J O'Gara, Eastern division man Jesse Chinich, Western division ager; Howard Hein, assistant We division manager; and Joe Lau the legal department.

TOA Meetir

(*Continued from page* 1)

partment of Justice anti-trust div will be one of the convention's cipal speakers. His topic has not disclosed but his appearance a TOA convention has already manded wide interest in the undoubtedly heightened by the out attack on the anti-trust di by the rival exhibitor organizatio lied States, in the so-called " paper" it released last July and it is continuing to circulate to industry groups with the aim of erating legislative pressure on th tice Department with respect t industry consent decrees. Allied nual convention will be held in cago, Oct. 13-15.

Other Subjects Set

TOA also announced that on of its convention will be devot television problems, one day to uet, and a day to methods of im ing theatre business through ne more aggressive advertising and motion.

The convention also will el new president, Ernest Stellings l let it be known he will not star reelection. George Kerasotes of S field, Ill., a TOA vice-president line for the post, if his health pe He was obliged to decline the no tion several years ago for reas health but is regarded as comp recovered now.

MOTION PICTURE DAILY. Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Floyd E. Photo Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager, TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Canby, Eastern Editors. Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; Telephone HOllywood 7-2145; Washington, J. A. Otten, National Press Club, ington, D. C.; London Bureau, 4, Bear St. Leicester Square, W. 2. Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rock Center. New York 20, Telephone CIrcle 7-3100. Cable address: "Quigpubco. New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice dent and Treasury; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 times as a section of Motion Picture Herald; Television Today, published daily as a part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fame. Entered as class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign. Single copie

A., N.H., Buffalo ad UA's 'Krim Drive'

nited Artists' Los Angeles, Buffalo New Haven branches have cap- ed the three first-place prizes in the ond lap of the "Salute To Arthur n Drive," it was announced at the kend by Robert S. Benjamin, chair- of the board, and William J. neman, vice-president in charge of ribution, who are co-captains of drive.

he Los Angeles exchange is man- d by Richard Carnegie, Carl Olson ds the Buffalo branch and Irving ndelson leads the New Haven ex- nge.

he 37-week Krim Drive, which s January 3, will award more than ,000 in prize money to the win- branches, districts and divisions. exchanges are competing in three ups of equal grossing potential.

ck to Attend Benefit ig Country' Opening

regory Peck, star and co-producer "The Big Country" will attend the efit premiere performance of the ted Artists release in New York . 1 at the Astor. The premiere is ng sponsored by the National Jew- Hospital at Denver which will eive all opening night proceeds.

he hospital, a non-sectarian medi- center for the treatment of tuber- osis and diseases of the chest has en, to date, more than 800,000 free s to New Yorkers since its found- in 1899. The hospital is supported rely by voluntary contributions.

hirt Sleeve' Meet

(Continued from page 1)

ting, to be held Oct. 13, 14 and at the Morrison Hotel, would be of action, "Action against un- onable policies and terms for so- ed blockbusters . . . action against terfuges to dictate admission prices . action against sales of films to vision . . . action against all the rational problems now plaguing atres."

he program will include talks by lers of different branches of the ustry, film clinics, business building kshops and equipment and conces- s forums. The annual TESMA- DA trade show will be held jointly the Allied convention.

l Arrives Today for lks on 'tom thumb'

roducer George Pal will arrive from London today to meet with G-M executives on plans for the istmas launching of "tom thumb." will bring a rough cut of the film him to show to the executives, sales staff, and the publicity and ertising departments.

lans for a complete series of pub- y events, special screenings, and loitation activities will be dis- sed in the meetings at the home e. This will set a campaign to from now through the Christmas nching of the picture.

Warn B-B Cash Needed Immediately

(Continued from page 1)

a complete b-b program with distributor participation thereafter.

Under the heading, "Last Call for Business-Building Campaign," the TOA bulletin tells members, "This is your last chance to save the Business Building campaign. The radio portion of the campaign could start within 30 days from the time Exhibition raises an additional $25,000—all that is necessary to meet the $380,000 radio time and production cost budget.

"If the money comes in immediately, there will be a radio campaign. If it doesn't, the Business Building campaign is dead.

"The burden rests squarely on those members of TOA and other exhibitors who at convention after convention said they wanted a campaign and they would support it—but who have not yet made a pledge or put up any money. If they continue to renege, this program, which they asked TOA to nurture into a national, all-industry campaign, must fail," the bulletin declares.

"The major circuits (AB-Paramount Theatres, Stanley Warner, National Theatres, Loew's and RKO Theatres) have paid one-third of their total pledge," the bulletin continues. "Every contributor is being polled for permission to apply one-third of his pledge just to radio. The cash from one-third of all pledges will be just $25,000 short of the money needed for radio.

"Unless the exhibitors who to date are giving lip service to the campaign come through, we won't even have a radio campaign. It's now or never!" the bulletin concludes.

Canvass Ready Soon

Inquiry revealed that TOA expects to have the canvass of its members completed within the next few days. To date, about two-thirds of the responses received have approved application of the contributions thus far to a radio campaign alone.

It was reported that Allied States has requested Compo to canvass its members on the subject, and Metropolitan M. P. Theatres Ass'n. and Independent T. O. Ass'n. of N. Y. are currently in the process of contacting their members. The last of the several canvasses should be completed by the end of the week and presumably if the minimum cash required is not on hand or in immediate view, the all-industry business-building campaign would be dropped.

Actually, more than $60,000 in cash appears to be needed to activate even the radio campaign, since there is now on hand approximately $127,000 in cash, and the minimum needed for the radio campaign from exhibition is $188,000.

Even should that sum be realized at once, there is substantial doubt that distribution would agree to proceed with the radio part of the campaign only, since their original agreement called for a full $2,300,000 campaign which would include newspapers and public relations, in addition to radio. Moreover, distributors also had hoped to recoup some portion of the $950,000 expenditure for the Academy Awards telecast last March, which was regarded as part of the proposed b-b campaign.

Distributor opinion, in fact, appears to be strongly against proceeding with a radio campaign only, at this time. Distribution officials said last week they are in favor of a meeting of the b-b campaign executive committee being called this week to decide its fate forthwith.

Cleveland

(Continued from page 1)

Loew's Ohio, and doing fair business, jumped to opening week high, and "Search for Paradise" at the Palace had a sell-out weekend. Rain on Sunday and Monday helped fill theatre seats both downtown and in the neighborhoods wherever the attraction had entertainment value. Drive - ins reported excellent Friday-Saturday attendance, with a big drop on Sunday and Monday.

Ornstein Heads Special Sales Unit for 'Tosca'

William Ornstein, formerly with M-G-M has been named sales promotion director for "Tosca," which will have a gala American premiere in the late fall at the Trans-Lux Normandie Theatre, it was announced by Noel Meadow, national advertising and publicity director for the CinemaScope production in Eastman Color.

Clubs, organizations and conventions will be handled by the newly created block sales division.

Glett to NT Board

From THE DAILY Bureau

HOLLYWOOD, Sept. 7—Charles L. Glett, president of National Theatres' subsidiary, National Television Investments, Inc., was elected to the board of directors of the parent company, it was announced by Elmer C. Rhoden, N.T. president. Glett fills the vacancy created by the resignation of Peter Colefax, president of American Potash and Chemical Corp., who served on the NT board for six years.

Maryland Board Drafts Modified Censor Bill

Special to THE DAILY

BALTIMORE, Sept. 7. – Chairman C. Morton Goldstein of the Maryland State Board of Motion Picture Censors, has said the board is likely to make its second bid for power to ban certain films to children under 17 years. He said there is now being drafted a modified form of the original bill that was defeated in the 1958 Maryland State Legislature.

'Voluntary' Basis

The new proposal under which theatre owners may themselves check on adult movies on a "purely voluntary basis" is expected to be presented to the 1959 legislature. Goldstein has asked Jack L. Whittle, president of Allied Motion Picture Theatre Owners of Maryland, Inc., to study the "voluntary" system and urged that it "be given full consideration" prior to taking other action.

New Scent Process

A new process for adding scent to motion picture exhibition will be demonstrated tomorrow morning at the Hotel New Yorker by the Rhodia Company, U.S. affiliate of Rhone-Poulenc, major European manufacturer of aromatics. A newly formed company, Weiss Screen Scent Corp. plans production of a full length feature utilizing the new process.

New 'Gigi' Showing

"Gigi," which is playing to capacity at the Royale Theatre here, will add an extra performance on Thursdays beginning Sept. 18.

TOA Urges Members to Back 20th's 'Barbarian'

Theatre Owners of America in a current bulletin urges its members to support 20th Century-Fox's "The Barbarian and the Geisha" in appreciation of the company's abandonment of plans to road show the picture and to put it into regular release next month, instead.

The distributor's action was taken at the urging of Leonard Goldenson and Edward L. Hyman of American Broadcasting - Paramount Theatres in the interests of their orderly distribution program.

Proof Is Asked

The TOA bulletin says: "We specifically ask you to support this film. This is the only way that exhibition can prove that a major film, properly handled under normal release procedure, can earn more than under a restrictive, hard-ticket, road show policy that would make it available only to a limited number of theatres."

Independent Exchange Opens in Cleveland

CLEVELAND, Sept. 7. – Cleveland's newest independent exchange opened for business this week. It is the Seaway Film Distributing Co., headed by Arthur Goldsmith, who was manager of the local DCA exchange until it ceased operations several months ago. Associated with Goldsmith are Jack Silverthorne, manager of the Hippodrome, and Jack Lewis, manager of Keith's 105th Theatre. Goldsmith will handle all sales. Product consists of new pictures and reissues, with emphasis on exploitation product.

MOTION PICTURE DAILY'S BOOKING CHART

	ALLIED ARTISTS	COLUMBIA	M-G-M	PARA.	20TH-FOX	UNITED ARTISTS	UNIV.-INT'L	WARNERS	OTHERS
SEPTEMBER	**QUEEN OF OUTER SPACE** (CS, color) Zsa Zsa Gabor, Eric Fleming — 80 min. (Rev. 8/13/58) **NATCHEZ TRAIL** Zachary Scott **LEGION OF THE DOOMED** Bill Williams	**THE WHOLE TRUTH** Stewart Granger, Donna Reed —83 min. (Rev. 8/21/58) **GHOST OF THE CHINA SEA** David Brian—79 min. (Rev. 8/29/58) **SHE PLAYED WITH FIRE** Jack Hawkins, Arlene Dahl—95 min. (Rev. 6/5/58)	**CAT ON A HOT TIN ROOF** (color) Elizabeth Taylor, Paul Newman — 108 min. (Rev. 8/13/58) **DUNKIRK** John Mills, Bernard Lee—113 min. (Rev. 8/21/58)	**THE PARTY CRASHERS** Connie Stevens, Mark Damon **AS YOUNG AS WE ARE** Robert Harland, Pippa Scott	**THE HUNTERS** (CS, color) Robert Wagner, Robert Mitchum — 108 min. (Rev. 8/5/58) **HARRY BLACK AND THE TIGER** (CS, color) Stewart Granger, Barbara Rush **SMILEY GETS A GUN** (CS, color) Keith Calvert, Dame Sybil Thorndike	**GUN RUNNERS** Audie Murphy, Eddie Albert **COP HATER** Gerald O'Loughlin, Ellen Parker — 75 min. (Rev. 8/12/58) **THE BIG COUNTRY** (Technirama, color) Gregory Peck, Jean Simmons — 166 min. (Rev. 8/8/58) **TERROR IN A TEXAS TOWN** Sterling Hayden—80 min. (Rev. 8/21/58)	**ONCE UPON A HORSE** (CS) Dan Rowan, Dick Martin — 85 min. (Rev. 8/8/58) **RIDE A CROOKED TRAIL** (CS, color) Audie Murphy, Gia Scala—87 min. (Rev. 7/23/58)	**WIND ACROSS THE EVERGLADES** (color) Burl Ives, Christopher Plummer — 93 min. (Rev. 8/20/58) **DAMN YANKEES** (CS, color) Tab Hunter, Gwen Verdon	**THE SECRET** (DCA) Sam Wanamaker, Mandy **TIME LOCK** (DCA) Robert Beatty, Lee Patterson **DEFEND MY LOVE** (DCA) Martine Carol, Vittorio Gassman
OCTOBER	**JOY RIDE** Regis Toomey, Ann Doran **SPEED CRAZY** Yvonne Lime, Brett Halsey **WOLF LARSEN** Barry Sullivan, Peter Graves	**ME AND THE COLONEL** Danny Kaye, Curt Jurgens—109 min. (Rev. 8/6/58) **APACHE TERRITORY** (color) Rory Calhoun, Barbara Bates—70 min. (Rev. 9/4/58) **KILL HER GENTLY** Griffith Jones, Maro Lawrence	**THE DECKS RAN RED** James Mason, Dorothy Dandridge **TORPEDO RUN** (CS, color) Glenn Ford, Ernest Borgnine	**THE BLOB!** (color) Steven McQueen, Aneta Corseaut **I MARRIED A MONSTER FROM OUTER SPACE** Tom Tryon, Gloria Talbott	**THE BARBARIAN AND THE GEISHA** (CS, color) John Wayne, Eilso Ando **THE LONE TEXAN** Willard Parker, Audrey Dalton **VILLA** (CS, color) Cesar Romero, Brian Keith	**MAN OF THE WEST** (color) Gary Cooper, Julie London **FEAR MAKERS** Dana Andrews, Mel Torme **MENACE IN THE NIGHT** **HONG KONG CONFIDENTIAL** Gene Barry, Beverly Tyler	**RAW WIND IN EDEN** (CS, color) Esther Williams, Jeff Chandler — 89 min. (Rev. 6/22/58) **SAGA OF HEMP BROWN** (CS, color) Rory Calhoun, Beverly Garland—80 min. (Rev. 8/14/58)	**ONIONHEAD** Andy Griffith, Felicia Farr **THE OLD MAN AND THE SEA** (color) Spencer Tracy — 86 min. (Rev. 5/21/58)	**SUBMARINE X-2** (AIP) (Superama) **PARATROOP BATTALION** (AIP) (Superama) **WHITE WILDERNESS** (BV) (color) True-Life Adventure **THE GYPSY AND THE GENTLEMAN** (RFDA) (color) Melina Mercouri, Keith Michell **DANGEROUS EXILE** (RFDA) (VV, color) Louis Jourdan, Belinda Lee
NOVEMBER	**REVOLT IN THE BIG HOUSE** Gene Evans **JOHNNY ROCCO** Stephen McNally, Coleen Gray **CRIME AND PUNISHMENT U.S.A.**	**THE LAST HURRAH** Spencer Tracy, Jeffrey Hunter **TARAWA BEACHHEAD** Kerwin Mathews, Julie Adams **MURDER REPORTED** Paul Carpenter, Melissa Stribling	**THE WORLD, THE FLESH, AND THE DEVIL** Harry Belafonte, Inger Stevens **PARTY GIRL** (CS, color) Robert Taylor, Cyd Charisse	**HOUSEBOAT** (VV, color) Cary Grant, Sophia Loren — 110 min. (Rev. 9/5/58) **WHEN HELL BROKE LOOSE** Charles Bronson, Richard Jaeckel	**IN LOVE AND WAR** (CS, color) Robert Wagner, Dana Wynter **MARDI GRAS** (CS, color) Pat Boone, Christine Carere **RALLY ROUND THE FLAG, BOYS!** (CS, color) Joanne Woodward, Paul Newman	**SEPARATE TABLES** Rita Hayworth, Burt Lancaster **THE MUGGERS** Kent Smith **TEN DAYS TO TULARA** Sterling Hayden, Grace Raynor	**APPOINTMENT WITH A SHADOW** (CS) George Nader, Joanne Moore — 73 min. (Rev. 9/4/58) **MONEY, WOMEN AND GUNS** (CS, color) Jock Mahoney, Kim Hunter	**BORN RECKLESS** Mamie Van Doren, Jeff Richards **ISLAND OF LOST WOMEN** Venetia Stevenson, Jeff Richards **HOME BEFORE DARK** Jean Simmons, Dan O'Herlihy	**A TALE OF TWO CITIES** (R.F.D.A.) Dirk Bogarde, Dorothy Tutin **WINDOM'S WAY** (R.F.D.A.) (color) Peter Finch, Mary Ure

ax Campaign

(Continued from page 1)

ook to the harried movie industry neat lesson on legislative liaison. ress has approved elimination of 0 per cent tax on movie admis- to and including the first $1 of dmission price. This in the face alwart administration opposition y reduction in excise taxes. The riginally was 20 per cent.

eanwhile, the efforts of broad- rs and manufacturers alike d futile in convincing Congress removing the 10 per cent tax ll-channel TV receivers would the suffering uhf operators and mortality tide. Removal of this on all-band sets would about ize the price of taxed vhf-only and would encourage manufac- s to make all-band sets.

Blame 'Sporadic' Efforts

hy did the broadcaster-manu- rer effort fail and the movie cam- succeed? The movie people stopped in their campaigning, eas the broadcaster-manufacturer es were sporadic. The movie peo- orked incessantly with both Sen- nd House tax committeemen on heme that elimination of the tax ssential to the survival of many houses. The job was coordinated gh the Council of Motion Picture nizations (COMPO). The cam- began in 1952. In 1954, after sidential veto the preceding year, succeeded in cutting the then er cent tax in half, with tariffs 50 cents exempted. The savings ese comulative tax cuts are esti- l at $200 million yearly.

Only 90 UHF Operate

the plight of the uhf broadcaster severe than that of the theatre r? Some 150 uhf construction its have been turned in and only nfs are on the air.

respective of the outcome of cur- deliberations over TV allocations necessarily long range—something be done to alleviate the uhf em. The tax equalizer is the lest plan offered. It has been ed for some three years. The all- ffort must be made at the next n. The movie theatre success nly shows it can be done if re- efulness and tact—and mostly ant pressure—are used."

rkshop Will Feature mphis Convention

on Sims, president of the Motion re Theatre Owners of Arkansas, ssippi and Tennessee, announced embers last week that the board rectors had approved presenta- of Sindlinger & Company's Tick- lling Workshop as a feature of orthcoming annual convention to ld at the Chisca Hotel, Memphis, lay and Tuesday, October 13-14. e Workshop, to be conducted by Simons, vice-president of Sind- r's motion picture industry divi- will open the convention at 10 the first day, October 13th.

Television Today

Reynolds Metals Buys 8 ABC Network Shows

Special to THE DAILY

RICHMOND, Va., Sept. 7. — The largest television advertising program in the history of the metals industries will be executed by an aluminum producer, Reynolds Metals Company. Eight American Broadcasting Company network programs will carry Reynolds aluminum messages to an estimated 50 million viewers a week during the 1958-59 season, according to David P. Reynolds, executive vice-president for sales.

The Reynolds contract includes sponsorship of "Walt Disney Presents," a new evening program on Friday nights, "All-Star Golf" on Saturday afternoons, and three daytime shows. In addition, Reynolds will have tie-in commercials on three other daytime shows.

"Walt Disney Presents," featuring true-life adventure stories, will be televised by more than 150 ABC stations on Fridays from 8 to 9 P.M., EDT, starting Sept. 12.

Lever Places 52 Week Schedules with NBC

Lever Brothers Company has purchased new 52-week advertising schedules on three NBC TV network daytime programs amounting to more than $2,000,000 in gross billings, it was announced by Walter D. Scott, vice-president for television network sales, for NBC.

The new orders are effective this month and call for the sponsorship of a total of three quarter-hour segments weekly. Lever Brothers will sponsor two segments weekly in the new "County Fair" program (to be telecast Monday through Friday, 4:30-5 P.M., EDT, starting Sept. 22)—on Tuesday and Fridays one week and on Mondays and Thursdays during the alternating weeks. The advertiser also will sponsor an alternate-Tuesday segment in "Haggis Baggis" (colorcast Monday through Friday, 10:30-11 A.M., EDT) and an alternate-Friday segment in "Haggis Baggis" (colorcast Monday through Friday, 2:30-3 P.M., EDT).

One Man's TViews

By Pinky Herman

EVER since he arrived in Gotham from Chicago where he was the CBSpieler for the "Howard Miller Show" (WBBM-TV) the voice of Joyce (Ed Joyce—that is) has become quite familiar hereabouts. He's now heard doing the commershills for "A & P Hour," "Boots & Saddles," "Readers' Digest," "Pan-American Airways," "Arnold's Bread" and "Roi-Tan Cigars," as well as a few educational, institutional and documentary telefilms. . . . Charles L. Casanave, Jr. has been named to succeed his late father as prexy of the Fred Astaire Dance Studios, brother Chester takes over as veepee while Fred Astaire continues as chairman of the board. . . . Quite a feather for his cap—and it couldn't happen to a nicer guy. Kurt Jadassohn of Affiliated Music Enterprises has come up with a sensational stunt. He MERELY succeeded in getting three major diskeries, Epic, Roulette and Bibletone, to record 36 Stamps-Baxter "Gospel Songs" (12 numbers in each LP) featuring the Stamps-Baxter Quartets, all of which are MUSTS for deejay libraries. . . . Ye Fourth-Estators have been NBCordially invited to attend a closed circuit preview of the forthcoming programs lined up by that net for the Fall, Thursday afternoon at the Johnny Victor Theatre. . . . Scripter Buddy Arnold, who worked for Milton Berle, Red Buttons, Ray Bolger and other w.k. comics, has been set by the Wm. Morris Agency as head writer for the "New Hit Parade," teleseries.

Ed Joyce

☆ ☆ ☆

Garry Moore has CBSigned Senor Wences for his Nov. 11 show. . . . Robert Clary will be heard with Jimmy Dean, CBSeptember 24. . . . Arthur Benline, who may become the next NYCommissioner of Buildings (if Hizzoner Mayor Wagner gets his way) has been approached by MGM-TV on the possibility of filming a series based on Benline's adventures as an Admiral in the Seebees. . . . TViewers get an added thrill thanks to A A P's new deal with Warners which makes it possible for the telecasting soon of pix including "Maltese Falcon," "Prince & the Pauper," "Life of Zola." (aside to Jay Smolin.—you may have this slogan for free. A.A.P. A-lways A P-leasure.)

Six Series in Work at Warner Burbank Studio

Warner Bros. has six filmed television series in production simultaneously at its studios in Burbank, California.

The six series, all to be seen this season on the ABC-TV network, are "Maverick," "Cheyenne," "Sugarfoot," "Colt .45," "Lawman" and "77 Sunset Strip." The latter two are new series, while the others have been established among television's foremost audience shows.

Starring in "Lawman" are John Russell and Peter Brown; Efrem Zimbalist, Jr., Roger Smith and Edward Byrnes star in "77 Sunset Strip."

"Maverick" stars James Garner and Jack Kelly; "Sugarfoot" stars Will Hutchins; "Colt .45" stars Wayde Preston, and "Cheyenne" stars Ty Hardin.

Culligan, Sugg Elected NBC Executive V-Ps

Matthew J. Culligan, vice-president, NBC Radio Network, and P. A. (Buddy) Sugg, vice-president, NBC's Owned Stations and Spot Sales Division, have been elected executive vice-presidents by the NBC board of directors, Robert W. Sarnoff, chairman of the board of NBC, announced at the weekend. Both Culligan and Sugg are members of the NBC executive council.

William N. Davidson, general manager of WRCA, WRCA-FM and WRCA-TV, NBC's Owned Stations in New York, and Raymond W. Welpott, general manager of WRCV and WRCV-TV, NBC's Owned Stations in Philadelphia, have been elected vice-presidents by the NBC board of directors.

Rhoden Pilots Ready

Elmer Rhoden, Jr., has completed final editing on "Cab Girl" and "Wildcatter," two TV pilot films he filmed recently on location in Kansas City for $15,000 each. The producer is to be in New York this week meeting with network executives and ad agency personnel pertaining to sales and production of both series.

Sign Jack Benny

HOLLYWOOD, Sept. 7. — Jack Benny has been signed by producer Bill Frye for a starring role in an upcoming Ceneral Electric Theatre episode.

EVERY DAY
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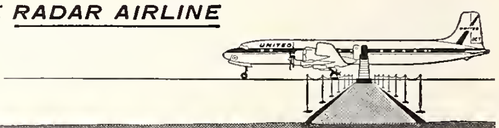

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All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

. 84, NO. 49 NEW YORK, U.S.A., TUESDAY, SEPTEMBER 9, 1958 TEN CENTS

et Opens

ɔ Cut-Backs ɔr U.A., Field en Are Told

ɪngstein, Blumofe Laud ɔng Promotional Effort

From THE DAILY Bureau

)LLYWOOD, Sept. 8. — "United s will not engage in self-defeat- panic inspired economies," Max Youngstein, - president, the first shop ses- of the com- s interna- promotion ntion at mbassador today. nother er, Robert Blumofe, - president harge of Coast pro- on, told the company's promotion that the success of their cam- s had been a vital factor in at-

Max Youngstein

(*Continued on page* 2)

dio Production ex Stays Level

From THE DAILY Bureau

LLYWOOD, Sept. 8.—There four pictures started this week our pictures completed, keeping otal of pictures in production the same as last week, 26. rted were: "The House on ted Hill," Susina Prod. (Allied s); "Mr. Pharaoh and the Cleo-" Eldorado Prods. (RKO); "Cry ," Hecht-Hill-Lancaster (Unit- tists); "Shake Hands with the " Glass-Seltzer Prod. (UA). npleted were: "John Rocco"

(*Continued on page* 2)

elevision Today Page 5

Constant Hazards Beset African Film; 'Worth It, But Never Again': Zanuck

(Picture on Page 3)

The difficulties of shooting "The Roots of Heaven" in French Equatorial Africa with the daytime temperature at 134 degrees Fahrenheit, were described by Darryl F. Zanuck at a press conference at the 20th Century-Fox home office yesterday.

Zanuck arrived here from Europe late last week after completing the picture, and returned to Paris last night where he is to confer on release and other plans for it with Spyros P. Skouras, 20th-Fox president, today.

"The Roots of Heaven" went over budget, Zanuck reported, and the final negative cost will approximate $4,000,000. It will open at the Palace Theatre here in mid-October on a reserved seat, 10 performances a week policy. Sol A. Schwartz, president of RKO Theatres, operator of the Palace, and Harry Mandel, assistant to Schwartz, attended the press conference, as did

(*Continued on page* 3)

'Hit 'em Hard' Levine To Tackle 'Hercules'

By JAMES D. IVERS

(Picture on Page 5)

Convinced by the success of "Attila," which by February, 1959, will have an estimated gross film rental of $2,000,000, that he is right in his lavish exploitation formula, Joe Levine, Boston independent distributor, has bought three more European pictures to distribute here in the next year.

Talking to the press at a "21" luncheon yesterday with his associates, Budd Rogers, George Kraska, Terry Turner and George Waldman, Levine said "Hercules," a spectacular about the Greek mythological hero, would be given the grand treatment.

The Boston showman spent $500,-

(*Continued on page* 5)

Calls 'Epic' Film Root Of Industry Problem

By GORDON IRVING

EDINBURGH, Scotland, Sept. 5 (By Air Mail).—The big epic film is largely to blame for the film industry's current ills, according to Michael Forlong, British producer, speaking at a conference of international film makers during the Edinburgh Festival.

He thought the core of the industry's problems was its emphasis on the necessity of making a film which would attract the mass audience.

"This is the thing that is sending

(*Continued on page* 3)

Plan 'Spectacular' for U. S. Soldiers' Christmas

More than 50 top stars of television and motion pictures have accepted invitations to participate in the USO-sponsored filming of a 90-minute "spectacular" for Christmas-time showing exclusively before armed forces audiences overseas.

Jerome Coray, director of the USO

(*Continued on page* 5)

Warns Producers on Moral Responsibility

Special to THE DAILY

VENICE, Italy, Sept. 2 (By Air Mail).—A warning to producers on their moral responsibility to their audiences was issued by His Eminence Angelo Cardinal Roncalli, Patriarch of Venice, during the annual "Movie Mass" here in St. Marks Cathedral for the opening of the Venice Film Festival.

Cardinal Roncalli said, "May you, in your work and anxiety to achieve better motion picture production and spread its fruits throughout the world

(*Continued on page* 3)

No. Carolina Circuit Men Meet on Promotion

Special to THE DAILY

GREENSBORO, N. C., Sept. 8.—Approximately 25 theatre men from throughout the Piedmont area and several representatives from Virginia gathered here Friday for the fall drive meeting of North Carolina Theatres, Inc.

Theatre men suggested ideas to promote business and concessions and said they would explore the possibilities of extra shows such as late shows and special films for children.

Among those attending the session here were M. S. Hill, former district manager of N. C. Theatres, Inc.; Dan Austell of the Center Theatre, High Point; Dave Garvin, Jr.

In Three States

April Date for Skiatron Toll TV Operations

Fox Describes New Meter; Deal with Telephone Co.

By VINCENT CANBY

Operation of Skiatron Electronic Corporation's first wired toll TV installations is expected to get underway some time next April in selected communities in New York, New Jersey and California, Matty Fox, president, announced at a press conference here yesterday.

He explained two important factors which will make possible Skiatron's toll television scheme:

(1) The development of a new coaxial cable metering system which

Matty Fox

(*Continued on page* 5)

Detroit Paper Strike Settled; Union Sued

Special to THE DAILY

DETROIT, Sept. 8.—The strike which shut down all three local newspapers last week, forcing theatre exhibitors to take to radio and television for advertising, was settled at the

(*Continued on page* 3)

Loew's Stock Still Active; New High Is Set at 21¼

Loew's continued to hold market attention yesterday, rising once more nearly a full point to set another new high for the year of 21¼. Financial sources are still uncertain whether the continued activity signifies buying in preparation for a new proxy contest or in anticipation of improved earnings.

PERSONAL MENTION

SPYROS P. SKOURAS, 20th Century-Fox president, was in London at the weekend and then returned to Paris. He is due back in London from there Sept. 25.

•

Nicholas J. Matsoukas, director of advertising, publicity and exploitation for Magna Theatre Corp., will leave here today for a ten-day trip throughout the South.

•

Ronald Neame, director of United Artists "The Horse's Mouth," will arrive in New York today from London.

•

Millie Perkins, who plays the title role in 20th-Fox's "The Diary of Anne Frank," has arrived here from Hollywood.

•

Joseph Wohl, president of International Film Distributors, Inc., has returned here from Mexico. **Charles Rosenblatt**, vice-president of the company, will arrive tomorrow from Europe via B.O.A.C.

•

Jim Vaughn, M-G-M unit manager, has left here for London via B.O.A.C.

•

Al Daff, Universal Pictures executive vice-president, is scheduled to return to New York tomorrow from a Far Eastern trip.

•

James E. Perkins, president of Paramount International, will fly to Mexico City today from New York, returning at the weekend.

•

Howard G. Minsky, Eastern sales manager for International Telemeter Corp., left here last night for Montreal and Ottawa.

•

Albert Deane, head of Paramount International's editing and censorship department, returned to New York yesterday from Europe.

Postpone Va. Meet

RICHMOND, Va., Sept. 8.–The quarterly meeting of the board of directors of the Virginia Motion Picture Theatre Association has been postponed from this Wednesday to Sept. 24 due to the illness of Carlton Duffus, executive secretary. The board will meet at Natural Bridge, Va.

Studio Production

(*Continued from page 1*)

(Allied Artists); "Ride Lonesome," Renown Prod., CinemaScope, Color (Columbia); "The Angry Hills" (Metro-Goldwyn-Mayer); "Thunder in the Sun," Seven Arts Prod., Color (Paramount).

Says No Cut-Backs for U.A.

(*Continued from page 1*)

tracting a growing number of independent producers and star-producers to the company. The meeting will continue through Wednesday, with other company executives scheduled to report on phases of U.A.'s international promotions plans for next year.

Pointing out that UA's ad-publicity-exploitation force is now at an all-time high, Youngstein said that additional promotional specialists will be added during the coming year in accordance with the needs of individual projects.

"Full-spectrum" pre-selling, uninhibited by "streamlining" of staffs or budgets, has been a priceless ingredient in the UA success formula, Youngstein declared.

In scoring the recent wave of promotional staff layoffs and budget cutbacks, Youngstein said that policy-making executives who have lost faith in the industry should leave it.

"They only burden the companies in the industry who are confidently working to build a better and more stable business," he said.

'Big and Live Market'

Youngstein told the convention that United Artists boxoffice results of just the past few months have clearly established that there is "a big and live market for good pictures that are promoted with enthusiasm and intelligence. In the coming year we're going to pull out all the stops to reach more and more of that market."

Looking to the future, Youngstein called on UA promotion executives and staff members to reevaluate each of their functions in order to mount the biggest and best pre-selling drive in UA's history during the coming year, when more than $65,000,000 worth of product will go into release.

Youngstein said that ad-publicity-exploitation procedures must be revised and expanded in light of the fact that UA is now an entertainment company, with growing subsidiaries in the record, music and TV fields.

Youngstein scoffed at the Madison Avenue-type soft sell and asked for more and livelier circus-style exploitation than ever before.

'Beat the Drums'

"We are basically a ballyhoo business," Youngstein said. "We can't afford to be subtle or quietly clever. The job of each of you is to create as much noise and excitement as possible. Some of the methods we will suggest here. Others you'll improvise yourself. But your first duty is to beat the drum just as loud and as long as you can."

The UA vice-president stressed the close relationship between the growth of UA's promotional forces and merchandising operations, and the continuing increase in both its world revenues and its role in the total industry picture.

"It is no accident," the UA executive declared, "that this year, when our pre-selling manpower is at a peak, we are in the strongest position in our history in terms of both business and product. Effective merchandising demands effective manpower. It is ruinous and self-deluding to release important product without the promotional men and money and momentum that develop the mass market.

No Plans to Stint

"Our release program for the coming year," Youngstein said, "matches the finest concentration of first quality features that the industry has ever seen. The challenge that faces us is to exploit the full potential of this tremendous lineup. We don't intend to stint on energy, ideas or money."

Blumofe said that producers were keenly aware of the special penetration of UA ad-publicity-exploitation campaigns, and they recognized their tremendous boxoffice value.

In many instances, he said the power of UA's pre-selling had proven a decisive consideration in bringing important film-makers into the UA fold.

Long-Range Planning

Blumofe reported that an awareness, on the production end, of pre-selling and its special requirements is playing a larger role than ever before in the production planning for UA releases. Long-range campaign blueprints are mapped in detail before filming starts, insuring a steady flow of promotion and publicity materials throughout the pre-production and production periods.

"United Artists producers are enthusiastically receptive to this type of planned operation," Blumofe said. "They have measured the concrete results in terms of tearsheets, tie-ups, TV-radio plugs, magazine breaks and even word-of-mouth support."

Schneider Joins Brokers

Samuel Schneider, who maintains offices here for motion picture and television enterprises in addition to other business ventures, has been admitted as a limited partner to the firm of F. L. Rossman & Co., members of the New York Stock Exchange. Schneider formerly was a vice-president and director of Warner Bros.

57 Theatres Book 'Blob'

Paramount's "The Blob" will have a 57-theatre saturation world premiere tomorrow in the Los Angeles metropolitan area, Las Vegas, Phoenix, Tucson, San Diego and other Southwestern communities.

. . . NEW
ROUNDU

Kalmus Award to Dund

Dr. Merle L. Dundon, ass
manager of the Film Emulsion
Plate Manufacturing Division of
man Kodak Co., has been select
the Herbert T. Kalmus Gold
Award by the Society of Motio
ture and Television Engineers.
award cites Dundon's "outsta
contributions to the developme
color film products for the
picture and television industrie

■

Barjul Company Formed

Formation of Barjul Interna
Pictures, a new production an
tribution company, was announ
Hollywood by Jerold Zukor in
ciation with Emanuel Barling
David Frank. The company ha
pictures set for early fall release
tack of the Jungle Women" and
to Kill."

■

'Colonel' Continues Pac

Columbia's "Me and the C
continues to pack the Fine Ar
Odeon Theatres here, with a
bined gross of $80,669 reported
first six days of the second we
the Odeon the figure for the si
was $19,140; at the Fine Arts,
863.

T. E. Mortensen, T
Paper Publisher, 7

Special to THE DAILY

MINNEAPOLIS, Sept. 8.–F
services will be held here Wed
for Thorwald E. Mortensen,
the founders of "Greater
ments" and for 44 years its edit
publisher. He died at his hom
Saturday night after a long ill

Born in 1888, Mortensen
for newspapers in Fargo, Ab
and Moosejaw and for the M
polis "Journal" and "Tribune
entered the trade paper field i
as business manager of "Amuse
predecessor of "Greater Amuse

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MOTION PICTURE DAILY. Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Floyd E Photo Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager, TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Canby, Eastern Editors. Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; Telephone HOllywood 7-2145; Washington, J. A. Otten, National Press Club ington, D. C.; London Bureau, 4, Bear St. Leicester Square, W. 2. Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Ro Center. New York 20, Telephone CIrcle 7-3100. Cable address: "Quigpubco. New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vi dent and Treasury; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 time as a section of Motion Picture Herald; Television Today, published daily as a part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fame. Entered as class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign. Single copi

ilm Epic

(*Continued from page* 1)

cinema down the drain," he said. ms have become very big and expensive, and you've got to get tically everyone into the cinemas ee it in order to pay for the thing. This situation is what is wrong the cinema today and what is ıg to be wrong with the cinema orrow if it is not changed."

Iany were being turned away from -going because they did not get different sort of films they wanted ee. "The only way you can attract mass audience is to aim at the est common denominator," he said.

ernadetto Bernadetti, Italian direc- said that exceptionally fine docu- tary films could be made in his ıtry if it was possible to distribute ı more easily abroad.

ther delegates said a problem was arcity of good writers.

K. S. Poole, Edinburgh exhibitor, the industry was making a mis- in not paying sufficient attention amily entertainment" and double- ıre programs.

ımes Entertainment r 'Moral Regression'

Special to THE DAILY

ILAN, Italy Sept. 3 (By Air).—The entertainment world must a great part of the responsibility moral retrogression in today's so- , a Vatican letter declares.

ıe letter, written to the rector of University of Milan on the occa- of the inauguration of the univer- course on "cultural orientation," from Msgr. Angelo Dell'Acqua, an substitute secretary of state. leclared that the entertainment d was in great part responsible the unbridled search for fleeting ess and happiness, gained at the of any compromise, the shame- assault on the sanctity of mar- , and the appeal to the less noble ıcts of man."

Attend Wompi Meet

TLANTA, Sept. 8.—Eleven mem- of the Atlanta branch of the Wo- of the Motion Picture Industry attend the national convention in ver late this week. They include ne Grovenstein, Jean Mullis, Ray ns, Lois Cone, Franklin English, mie Barnes, Opal Tate, Blanche s, Marcelle Davis, Nell Middleton Juanita Elwell.

ırns Producers

(*Continued from page* 1)

always aspire to what is noble just, useful and good for all, for g and for old.

or truly men—I was about to say st entirely and childishly—entrust ıselves to you for at least several s a week, looking forward to, and y in a bit of illusion intended, wills, to bring pleasing emotions h benefit the soul and really re- ı it."

M. P. DAILY picture

IT WAS AN ORDEAL, AND A TRIUMPH. Darryl Zanuck talks about "Roots of Heaven", and fevers and heat. Here he is in front of newsmen yesterday. At left, Charles Einfeld, Sol A. Schwartz; Right, Robert L. Jacks, and Alex Harrison.

Zanuck Tells of 'Roots'

(*Continued from page* 1)

Alex Harrison, 20th-Fox distribution head; Charles Einfeld, advertising-publicity vice-president, and Robert Jacks, associate producer.

The picture will run two hours and 20 minutes and will have a five-minute overture on unadorned film. Whether it will be roadshown in other key cities remains to be decided, Zanuck said.

The production company numbered 130 people and included a medical unit. There were 30 to 40 sick calls, with nine cases of malaria, some serious, such as Jacks', which required his return to the U. S. and six weeks of hospitalization. Zanuck and John Huston, the director, were the only ones not taken ill while in French Equatorial Africa and the Cameroons, but on their return to Paris, Zanuck came down with malaria and shingles, and Huston with sties in addition to a leg ailment.

Heat Biggest Problem

However, Zanuck reported heat exhaustion was the most difficult problem to contend with when for 10 consecutive days the temperature averaged 134 and the night time average was 95. Preservation of the film became a problem in the intense heat and iced containers had to be kept at hand and the exposed film flown out daily. And food and water for the company of 130 had to be flown in.

Zanuck noted that the upper echelon of the company, including himself, Huston, Juliette Greco, Errol Flynn, Orson Welles and a few others were a "dangerously" explosive assortment of personalities to be thrown together in that climate and type of country, yet no untoward outbursts materialized. It is the first time the locale has been used by a feature company, Zanuck said.

Plans 'Compulsion' Next

"All the hazards, discomforts and expense were worth it," he summed up, "but I wouldn't do it again."

What he does plan to do next is "Compulsion," based on the stage play of the Loeb-Leopold murder case, followed by "De Luxe Tour." His personal production year is from July to July and he said he may make three or four pictures in the current year. He is committed to no specific number annually.

Schwartz said he had seen "Roots of Heaven" and expressed pleasure at having it booked for the Palace. "It is a worthy successor to 'Bridge on the River Kwai'," he said, "and we are proud to be chosen for its premiere engagement."

Detroit Strike Ends

(*Continued from page* 1)

weekend. All three papers had editions on the streets on Sunday.

The strike was called last Wednesday after the discharge of one pressman by the morning "Detroit Free Press." It then spread to the "Times" and "News."

The press men voted to return to work at 1 A.M. Saturday after a four-hour meeting. The "Free Press' has filed suit for $1,000,000 damages and $150,000 for each of the three days it was closed.

This was the third time within the past three years that a strike has left this city without papers. The first lasted 47 days and the second 11 days.

Joins Screen Gems

Arthur Greenfield has been appointed northwest sales manager for Screen Gems, Inc., announces Richard Dinsmore, western sales manager. Greenfield, until recently branch manager in Seattle for U.I. and an employee of that company for the past 18 years, will make his headquarters for Screen Gems in Seattle beginning this week.

PEOPLE

William Hupp has resigned as manager of the Liberty Theatre in Portland, Oreg., and gone to Menlo Park, Calif., to assume the post of city manager for Roy Cooper Theatres there. John Hamrick Theatres, has appointed **Mrs. Katherine Marshall** as city manager in Portland and **Ross Hobkirk** as house manager of the Liberty.

□

Matt Plunkett has been transferred by RKO Theatres from managership of the Orpheum in Des Moines to the Iowa Theatre in Cedar Rapids. He succeeds **Ray Langfitt,** who resigned to manage a theatre in Tucson for Arizona Paramount Corp. **Clarence McFarling** succeeds Plunkett in Des Moines.

□

Jules Alberti, president of Endorsements, Inc., has been awarded the U.S. Navy Meritorious Public Service Citation for "outstanding services to the Department of the Navy in the field of public information, in connection with the campaign for public support of the Navy-Marine Corps Memorial Stadium."

□

Moe Rucdick has resigned as city manager for Silco Theatres, at Silver City, N.M.

Harry McWilliams Joins Fox Special Promotion

Harry K. McWilliams, publicity executive, has joined the 20th Century-Fox home office promotion staff under Charles Einfeld, vice-president in charge of advertising-publicity. He will work on the company's special releases.

McWilliams in recent years has been with Columbia Pictures, Screen Gems and Magna Theatres Corp. in executive publicity and exploitation capacities.

Motion Picture Daily Feature Review

How To Make A Monster

American-International

Teamed with another American-International feature, "Teenage Caveman," this combination exploitation package is a natural for important box office returns.

"How to Make a Monster" is unique in that it "kids in earnest" the prospect that we have reached the end of the cycle of horror films. Producer Herman Cohen, who collaborated on the story and screenplay with Kenneth Langtry, and who started the cycle of "I Was a Teenage. . . ." something or other, suggests through dialogue that his horror films are good therapy for children, that they have a good influence on the teenager and that the menace or heavy is usually portrayed by an adult.

There is nothing shocking about the monsters in this one, since the Werewolf and Frankenstein are presented as creations of a motion picture studio makeup artist.

Utilizing studio backgrounds for the Hollywood story, the focal interest is delegated to a vengeful makeup artist. Robert Harris, essaying the role of a makeup man, involves a weakling assistant in a scheme which not only spells murder for two studio executives who called a halt to making horror films in favor of comedies and musicals, but a studio cop as well for threatening to use information that would convict him.

Harris, using his own mixture of a special makeup base, which he found conducive to hypnotic influence on the young men who portray the monsters, is able to make them commit his crimes.

In an effective climactic sequence, which switches the film from black and white to color for greater effect, Harris dies in a fire in his "trophy room" of monster heads where he lured the two young actors he influenced, in an attempt to add them to his collection.

The film was directed by Herbert L. Strock.

Running time, 73 minutes. General classification. Release, in September, 1958.

Samuel D. Berns

Dates for 'Two Cities'

The Rank Organization's "A Tale of Two Cities" will open at the Fulton Theatre in Pittsburgh on Sept. 17 and the Loew's Midland in Kansas City on Sept. 18, it was announced by Irving Sochin, general sales manager for Rank Film Distributors of America, Inc.

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Villa!!

20th-Fox-CinemaScope

Before Pancho Villa became a general and hero of the Mexican Revolution, he was a bandit, and it is those early years of his life as leader of a band of marauders that are treated in this action picture which Plato Skouras has produced. It is this emphasis on his pre-patriot period that sets "Villa!!" apart from several previous films that have told of the exploits of the legendary Mexican hero.

This new picture is one of a series that 20th-Fox has been filming on location in Mexico recently. And like "The Bravados" and "Sierra Baron" it has as a major asset some excellent outdoor photography. It also possesses many episodes of physical violence of various sorts with a tender romance to provide occasional relief. Villa is portrayed by Rodolfo Hoyos; Cesar Romero is his chief henchman; David Brian, a "Gringo" outlaw who joins Villa's band; and Margia Dean, the inevitable saloon singer involved in a triangular love affair with Brian and Hoyos.

As depicted in this film, which puts all its emphasis on action and makes of its characters, both real and fictitious, stereotypes, Villa is half Robin Hood and half Don Juan. Showing him in the former light permitted script writer Louis Vittes to include many scenes of rousing activity—a train robbery; an attack on a ranchero; fist fights; shootings; and finally, after Villa becomes dedicated to the cause of his people, a large-scale battle in which the guerrilla band takes over an enemy city.

Making the hero a man with an eye for the ladies (he boasts of his many "wives") leads to the introduction of Miss Dean as a traveling entertainer to whom the bandit leader becomes attracted. Her heart, however, belongs to Brian whom she had known some years before and been deserted by. In the end Villa gallantly surrenders the lady to the man of her choice.

In the acting department Hoyos has the best part by far as Villa, and he goes at it vigorously to paint the legendary hero in big and bold strokes. Miss Dean sings three songs at intervals in the film. James B. Clark directed.

Running time, 73 minutes. General classification. Release, in October.

Richard Gertner

Step Down to Terror

Universal-International

All the dramatic possibilities inherent in the return of a phychopathic killer to the small town home of his widowed mother, her widowed daughter-in-law and the latter's young son are exploited in this story. After an unexplained absence of six years, the son (Charles Drake) comes home unexpectedly and is warmly received. He promises to take care of his mother (Josephine Hutchinson). Signs of a romance with the widowed daughter-in-law (Colleen Miller) develop quickly, and young Doug (Rickey Kelman) quickly becomes an admirer of his newly-arrived uncle.

It seems like a perfect setting for an idyllic family life until two detectives in the guise of reporters arrive to interview the home-coming stranger and photograph him. One of them (Rod Taylor) immediately develops a yen for the widowed daughter-in-law.

Out of these basic elements a chiller-diller situation develops swiftly. Drake refuses to appear for the reporters, he gives an emerald ring to his sister-in-law with initials on it, and goes into a rage when he finds his young nephew has a new bicycle. It seems that he had been injured in a fall in his early youth and is subject to violent "headaches"

Colleen Moore's developing affection turns to horror when she discovers the initials are of a woman murdered in another city and that the reporter-detectives are in pursuit. In his Jekyll-Hyde characterization Drake is alternately dutiful son, with a charming exterior, and a would-be murderer. He tries twice to get rid of his sister-in-law when she orders him to leave.

The situations develop swiftly under the direction of Harry Keller, who worked from a story by Gordon McDonell which had been turned into a taut screenplay by Mel Dinelli, Czenzi Ormonde and Chris Cooper.

Drake gives a vivid performance. Rod Taylor, one of the detectives, is an Australian, who has appeared in many pictures since 1955.

Josephine Hutchinson is charming and attractive as the mother. Jocelyn Brando, sister of Marlon, also is a featured member of the cast. Colleen Moore will be recalled for her work in "Man in the Shadow," with Orson Welles, "The Night Runner" and "The Rawhide Years."

Because of the current popularity of the so-called shock pictures this one ought to be easy to sell. It has plenty of melodramatic ingredients without going in for masks and monsters.

Running time, 75 minutes. General classification. Release, in November.

James M. Jerauld

Teenage Caveman

American-International

A surprise ending stamps this
prediction that, should there be
survivors to an all-out atomic
they will become the beginning o
other civilization, experiencing
same problems which faced prim
man.

"Teenage Caveman" is
teamed as a combination pro
with another American-Internat
feature, "How to Make a Mon
(also reviewed).

The title role is played with
cerity by Robert Vaughn. A si
approach to the original story
screenplay by R. Wright Campb
made by its producer-director R
Corman, creating a modest bud
with some stature.

Special effect footage of fights
tween prehistoric animals is als
tegrated for advertising and ex
tation opportunities which can
found in the combination feature
book, loaded with ideas.

Most of the story deals with
young man's impulse to seek
knowledge he knows lies beyo
river which he was forbidden to
because of a superstitious law.
overcomes the tribal group's fe
an evil monster on the other si
the river which, after being
by a dissident leader of the g
turns out to be an old man
formed an outer shell after
fering through an era of radi
brought on by the atomic war.
film ends on a note of hope as
young "caveman" inspires the
invite more friendly relations
other tribal groups.

Running time, 65 minutes. Ge
classification. Release, in Septe
1958.

S. I

Stereophonic Broadc For Welk ABC Show

Stereophonic music will be b
cast to television and radio audi
in five cities on "The Plymouth
Starring Lawrence Welk" over
ABC Television and Radio Net
starting tomorrow.

The broadcast will use networ
cilities on ABC television and
to give home listeners stereop
sound without expensive extra e
ment and offers sound quality
before possible with ordinary s
cast."

For the home viewer, stereop
music is achieved simply by t
in the music of the Lawrence
orchestra with television and
receivers located with a sepa
from seven to 10 feet.

Television speakers bring in
audio under regular TV aural
accompanying the video picture.
radio picks up a separate sign
its normal AM frequency and th
sound signals are synchronize
technicians along the network.

M.P. Daily picture

ESS STORY. Joseph Levine, a very independent distributor, talks about , and practice and proof. With him at yesterday's luncheon, George a, Budd Rogers, Terry Turner, George Waldman.

vine Readies 'Hercules'

(Continued from page 1)

television, radio and newspaper ising for "Attila" and, because way it has paid off, hasn't re- l a cent of it. He plans to spend 00 on "Hercules" advertising, lled for regional saturation ıg, as was "Attila." His formula, y, is to spend 25 per cent of the ted potential gross of a picture vertising and exploitation, and roved that it works.

"Hercules," made in Italy by nd Galatea Films, he has re- l Terry Turner, famed exploi- expert, to prepare the campaign. r, who said admiringly that Le- ad not asked him to do it but told" him only yesterday morn- at he was going to do it, out- his advertising policy succinctly. e not hitting for any particular ice. Every citizen with a buck in cket to buy a ticket is our poten- Ve'll hit him with television and around the clock, with windows, e spreads and newspapers. And get him into the theatre."

'No Secret' to Method

ine, talking frankly and color- about his success with "Attila," here was no secret about his ds. He chooses pictures, he said, ecessarily because of their qual- it for their exploitation potential. arding his discussion with references to records made around the country, supported by figures from Rogers and Waldman, he declared that careful advertising planning. stressing the "gimmicks," combined with hard-hitting distribution by independent states rights exchanges and regional saturations are bound to succeed.

In Chicago, for instance, "Artila" played three weeks at the Woods Theatre for a gross of $75,000 and immediately thereafter opened in 45 theatres in the area, where it brought $265,000 to the box offices in a week.

Praises States' Righters

Praising the work done by the states rights exchanges — "better than any major outfit could have done"—Levine said the picture would wind up with better than 9,000 bookings.

Illustrating his methods, he told of a friend of his, owner of a chain of fabulously decorated drive-in restaurants, who, when advised he would get his, Levine's, more frequent patronage if he served better food, said "We're not selling food, we're selling lights."

After "Hercules," Levine will change his tactics slightly with two other pictures, one in a quieter vein, made in France. These, he said, would be launched later in the year, after he has a chance to change his pace.

n 'Spectacular'

(Continued from page 1)

ainment department, said that onal acceptances from the 120 nvited are expected before shoot- f the film is completed on Sep- r 23.

sented by America's entertain- industry as a demonstration of vill toward our armed forces eas, the project is unprecedented eatrical history. All talent and unions involved are permitting membership to contribute their es. The ABC, CBS and NBC television networks are providing studio facilities and camera crews on both coasts.

Production got underway September 3 with Bing Crosby, backed by the Norman Luboff Choir, filmed in a special rendition of "White Christmas" on the West Coast, and with two national religious leaders delivering Christmas messages to the troops on the East Coast.

Alan Handley, NBC producer, heads a production staff which includes Sylvia Fine, noted Hollywood writer, as co-producer, Paul Weston as musical director and Michael Kidd as choreographer.

Television Today

Skiatron Sets April Date

(Continued from page 1)

eliminated the need for either a coin box or punched card for the home subscriber and which greatly reduces installation and maintenance costs.

(2) An agreement with the New York Telephone Company on "procedure by which costs for installation and use of telephone lines can be computed."

Fox said that similar negotiations are going on with the telephone companies in New Jersey and California. Although he said the communities in which the initial installations will be made already have been selected, he declined to name them at this time, saying only that they would be areas where the telephone lines are above ground. He predicted however, that work will begin in November on the laying of the first "telephone" grids, at which time Skiatron will launch its campaign for consumer subscribers.

Explains Meter Unit

The new metering unit, which will be installed along side the home TV set, automatically records at a central location the identity of all subscribers viewing a Skiatron program. The latter will be seen on the presently unusued channels on the conventional TV set. Subscribers will be billed monthly on the programs viewed.

The Skiatron installation will comprise three video channels and five audio channels. One of the features of the Skiatron service, said Fox, will be high fidelity music which will be offered 18 hours a day.

The physical operation of the Skiatron service will be divided between the telephone company, which will install the necessary lines to a junction box just outside the subscriber's house, and the Reuben H. Donnelly Company, which will carry through the installation into the subscriber's house to the TV set, installing the Skiatron metering unit. Donnelly, in addition to installing and maintaining the metering unit, will operate Skiatron substations and take care of the billing, invoicing and collection of subscriber fees.

Three-Year Contract

The subscriber, said Fox, will pay no installation costs and will not be required to view a minimum number of programs. Instead he will sign a three-year contract with Skiatron to pay $1 a week ($156 total) for service and maintenance of his metering unit. He will pay for the programs he views additionally.

Fox said he contemplates no difficulties with government regulation since Skiatron will be operating "intra-state" in all instances, and when it does offer out-of-state programming it will simply be a customer of the telephone company which is, in turn, regulated by Federal government controls.

The Skiatron chief would not commit himself on specific programming except to say that the system would offer nothing for which a box office fee is not now collected. He said it "might not be a coincidence" that the April target date for commencement of operations is just about the time the big league baseball season starts. Two deals with Fox last year were instrumental in the moving of the New York Giants to San Francisco and the Brooklyn Dodgers to Los Angeles, but Fox declined to comment on the status of those agreements right now.

Would Like to Day-Date

He is "interested" in all types of top entertainment, he said—plays, films, opera, ballet, sports, etc. And he said he wanted to emphasize to theatre owners that his aim was not to "buy away from theatres" or "to seek exclusive runs" of first run films. "In fact," he said, "I wouldn't want a pre-theatre run. Rather, we would like to have a film in conjunction with its first theatre run."

Fox predicted that within 36 months of commencement of operations, the Skiatron service will be available "nationally," that is, "in every major community in the country."

He described himself as enthusiastic over the wired system as opposed to broadcast toll TV. All of the foolproof broadcast toll TV systems, he said, required complicated and costly image "unscrambling" devices on the home set. With the new Skiatron method, he said further, "there is no need for tampering with the home set, and the quality of the image is better than sent over the air."

Won't Estimate Cost

He declined to estimate the cost to Skiatron of the installation of the grids, substations, etc., but said an indication of the cost-saving involved in the new meter is the fact that the new meter unit will cost approximately $30 to make, compared to the perhaps-too-low estimate of $90 for the old coin or card metering unit.

Daylight Time Costs CBS $1,000,000

The CBS Television Network will spend more than $1,000,000 for extra circuits and video tape operation to deliver delayed network broadcasts to affiliates in Standard Time areas during Daylight Saving Time months in 1959, it was announced yesterday by William B. Lodge, vice-president for affiliate relations and engineering. He also stated that the network will absorb this entire cost and that it does not expect its affiliates to defray any part of the expenses involved.

WESTERN UNION

INTERNATIONAL COMMUNICATIONS

NA211 51 PD INTL FR CX LONDON VIA WU CABLE 2 747P.=
SILVERSTONE HARRISON EINFELD CENTFOX=
(TWENTIETH CENTURYFOX FILM CORP) NYK (444 WEST 56 ST).

DEAR MURRAY ALEX AND CHARLIE: ON SUNDAY MORNING OUR NEW YORK LONDON AND PARIS EXECUTIVES SCREENED ROOTS OF HEAVEN AND I WANT TO TELL YOU IN ALL SINCERITY THAT THIS IS THE PICTURE THAT EVEN SURPASSES THE FONDEST EXPECTATIONS ONE WOULD HAVE WHEN AN EXPERIENCED PRODUCER SUCH AS DARRYL ZANUCK AND A CAPABLE DIRECTOR SUCH AS JOHN HUSTON DETERMINE TO GIVE A GREAT PICTURE WITH AUTHENTICITY AND REALISM TO THE PEOPLES OF THE WORLD STOP. DARRYL'S INSPIRED DECISION TO MAKE AN EXPEDITION OF 13,500 MILES TO FRENCH EQUATORIAL AFRICA IN ORDER TO CAPTURE THE TRUE REALISTIC SPIRIT OF THE STORY AND ITS BACKGROUNDS HAS BEEN JUSTIFIED TO THE HILT STOP NO STUDIO OR STAGES ARE LARGE ENOUGH TO CAPTURE THE NATIVES OF FRENCH EQUATORIAL AFRICA AS THEY ACTUALLY ARE. THE WILD ANIMAL LIFE INCLUDING THE LARGEST NUMBER OF ELEPHANTS THAT HAVE EVER BEEN SEEN IN A MOTION PICTURE ARE DRAMATIZED IN A MANNER THAT YOU WILL HAVE TO SEE TO BELIEVE STOP I HAVE SEEN MANY PICTURES IN THE ROUGH BUT NEVER HAVE I BEEN SO IMPRESSED AS I WAS WITH THIS PICTURE. I HAVE NO HESITATION IN TELLING YOU THAT THIS FILM WILL BE AMONG OUR GREATEST ATTRACTIONS OF ALL TIME STOP IN SIMPLE LANGUAGE THIS IS A GREAT GREAT BOXOFFICE ATTRACTION AND THE POLICY THAT WE HAVE DECIDED IN SHOWING IT AT THE PALACE ON A HARD TICKET POLICY IS JUSTIFIABLE AND THE SHOWING THERE WILL CREATE TREMENDOUS WORD OF MOUTH PUBLICITY STOP AFTER THE SCREENING I WAS SO AFFECTED THAT I ASKED DARRYL TO MAKE A SPECIAL TRIP TO BRING THIS FILM TO NEW YORK NEXT FRIDAY SO THAT IT CAN BE FULLY APPRECIATED BY ALL. PLEASE TELETYPE TO BUDDY REGARDS=

SPYROS.

All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

. 84, NO. 50 NEW YORK, U.S.A., WEDNESDAY, SEPTEMBER 10, 1958 TEN CENTS

ockbusters'

A Sets 26 ajor Films ext Year

r Each Quarter in 1959 neman Tells Meeting

From THE DAILY Bureau

)LLYWOOD, Sept. 9.—United s will release a minimum of 26 kbuster" features in 1959, comg the biggest lineup of double films in the company's history, s announced today by William ineman, vice-president in charge stribution, at UA's international otion convention in Los Angeles. ineman declared that UA's d-release program, assuring exrs an even flow of major attrac- throughout the year, will be cond in 1959. The major attractions be distributed at the rate of at

(*Continued on page 2*)

'$9,500,000 For 'romotion'—Lewis

From THE DAILY Bureau

)LLYWOOD, Sept. 9. — A $9,- 00 promotion budget, biggest in d Artists history, has been set he next 12 months, it was anced today by Roger H. Lewis, nal director of advertising, pub- and exploitation.

wis told promotion, sales and for- department executives at the UA national Promotion convention that the beefed-up budget will e "blockbuster backing" for the

(*Continued on page 2*)

elevision Today Page 6

Report NTA May Take Over Control And Management of National Theatres with Changes

From THE DAILY Bureau

HOLLYWOOD, Sept. 9.—Far-reaching changes in the management and control of National Theatres were reported underway here today. The changes will involve a change in the top management of the major circuit, it was indicated.

A stock merger of National Theatres and National Telefilm Associates, New York television and theatrical distribution company, has been in work for some months and it is now understood that the proposal may have shifted to an offer by NTA to take over control and management of National Theatres. Such a shift in control would result in changes in top management of the circuit.

Questioned about the report, Elmer Rhoden, president of National Theatres said he knew of no changes. Eli Landau, president of NTA, was not available for comment today.

NTA owns the television rights to the 20th Century-Fox films made available to television, and NTA's distributing subsidiary is partly owned by 20th-Fox.

M-G-M 'Here to Stay,' Byrne Tells IENE Meet

Special to THE DAILY

WINCHENDON, Mass., Sept. 9.—M-G-M has turned the corner and will be returned "to its former high position in the motion picture industry," Jack Byrne, general sales manager, told 150 exhibitors and distribu-

(*Continued on page 3*)

WB and Union Agree On Details of Moving

Agreement on some points involving the transfer of Warner Bros. home office functions to the coast have been reached between the company and Home Office Employees Union H-63, it was announced by the union yes-

(*Continued on page 6*)

Golden To Explain Census at TOA Meet

Plans for the forthcoming U. S. Census of the motion picture industry will be explained to exhibitors by Nathan D. Golden, director of the scientific, motion picture, and photographic productions division of the

(*Continued on page 2*)

'Horror Plague' Is Hit by Ricketson

From THE DAILY Bureau

HOLLYWOOD, Sept. 9. — The motion picture industry must rid itself of the "horror plague" it has been plunged into in recent months, Frank H. Ricketson, Jr., declared here today.

The National Theatres vice-presi-

(*Continued on page 6*)

New 'Smell' Movie Backers Plan Feature Picture for Road Showing

By JAMES M. JERAULD

Late in 1959, if the plans work out, audiences in five cities will be able to smell their movies as well as see and hear them. The scents will be a series of "complex fragrances" controlled by an electronic beam from the projector and injected into the cooling system to fit the mood of the action.

The promoters plan to lease five theatres ranging about 900 seats, or slightly over, for one year and to produce their own picture for the purpose

(*Continued on page 3*)

Into 1959

Hyman Lists Big Increase In Top Films

At Least 26 Coming from Now to Year End Holiday

Edward L. Hyman

Five times as many quality releases will be available to exhibitors from now to the end of the year than were released in the corresponding period last year, Edward L. Hyman, American Broadcasting - Paramount Theatres vice-president, told a trade press conference at the company's home office yesterday.

At the same time, Hyman released copies of the advance release plans of 10 distributors from Sept. 1 to well into 1959, in several instances. The in-

(*Continued on page 3*)

Believe Col. Victimized On 'Hurrah' Payment

Special to THE DAILY

BOSTON, Sept. 9.—Columbia Pictures appears to have been the victim of fraud in obtaining a "release" for $25,000 from the person who represented himself to be acting for former Mayor James M. Curley in connection with the production of "The Last Hurrah."

Paul Lazarus, Jr., Columbia vice-president, was here in connection with the Federal District court hearing on Curley's application for an injunction to bar public showing of the film. Columbia had introduced in evidence the "release" purportedly signed by Cur-

(*Continued on page 3*)

like color in every scene Pathé

CALL PATHE NOW FOR EVERY FILM NEED: IN B&W OR COLOR

LABORATORIES, INC.
NEW YORK AND HOLLYWOOD

Speed, Quality and Service at Low Cost • Specializing in 35mm Color Developing • Dailies • 16mm Color Prints • Precision Opticals • Title Stand Work

PERSONAL MENTION

LEOPOLD FRIEDMAN, president of Loew's Theatres, leaves here tomorrow for California on a business trip.

•

Kenneth N. Hargreaves, president of Rank Film Distributors of America, returns to New York today from Buffalo.

•

Martin Schiff, of Brandt Theatres, and Mrs. Schiff are spending this week with their son Martin, Jr., in Raleigh, N. C., where he is entering Duke Medical College.

•

David Diamond, producer of Allied Artists' "The Behemoth," leaves here for England today on the "Ile de France."

•

Paul N. Lazarus, Jr., Columbia Pictures' vice-president, left here for the Coast last night.

Neame is Guinness Fan; UA Admirer

By FLOYD STONE

Ronald Neame believes in "The Horses's Mouth," admires Alec Guinness, and respects United Artists.

He directed the picture, and trusts it will appeal universally. Still, he admitted yesterday, he wants American reaction, and brought with him a rough cut. He'll edit, or amend, or dub, if necessary.

As for Guinness, Neame says, the man as a comic is peerless, as an actor various and resourceful, growing with each work, a director's pleasure.

And about United Artists: vice-president Max Youngstein, when he came to London three weeks after the picture began very strongly said, "this film you are making has got to be a perfect Guinness gem." And, related Neame, he took the advice at face value and while staying strictly within budget worked with Guinness with care and what he believes is a measure of perfection, proved, he added, by Guinness' winning the Venice Festival award as "best actor."

'Special Commodity'

"Certainly," he commented, "United Artists felt when dealing with Guinness we were dealing with a very special commodity. This, I feel compelled to say, is one of the things that makes UA so successful. They realize different films need different kinds of treatment."

He added he approaches film making believing as Noel Coward once remarked one should: "You can only make a film the way you 'feel' it, and hope it will be liked all over, and if it isn't, you get out of the business." He doesn't countenance anyone "looking over one's shoulder," even himself.

He wants to work with Guinness again, and before he flies back Friday will have discussed making "Noah," probably next April. This would again be novel Guinness: a Guinness "coming out of a different hole."

He will take back with him the verdict on co-star Kay Walsh's Cockney accent, and if asked will dub.

No Talent Scarcity

Does he find obtaining technicians and talent in Britain scarce because of fewer pictures and TV?

"No, because once one has Guinness, one has no difficulty getting actors. And I was once a cameraman and I am rather flattered in being able to get hold of the technicians because I know them. And, in Britain these people do not go to television irretrievably: TV doesn't pay as do motion pictures, and there is a tremendous amount of interchange."

UA Promotion $9,500,000

(Continued from page 1)

company's $65,000,000-plus product roster for 1959.

The UA ad-publicity-exploitation director stressed that the company will expand its program to develop new techniques and methods of reaching potential ticket buyers here and abroad. The experimental phase of the program has already registered significant successes with advertised previews, scholarships for art students, intensive off-the-amusement-page advertising, full-fledged campaigns aimed at special interest groups, and "brainstorming" planning sessions to develop fresh merchandising approaches.

Roger H. Lewis

"Today the emphasis in selling and preselling must be on the local level," Lewis declared. The best creative efforts of our planning staffs are meaningless unless they are intelligently and aggressively carried into the field. The work of you fieldmen in translating ideas into action has been a vital factor in UA's performance as the number one merchandising company. The effectiveness of our record promotion program for the coming year is more than ever dependent on your ability to deliver."

The UA executive explained the extensive plans now in work for adapting successful domestic promotion devices to the foreign market. There will be emphasis on local selling, tie-ups, star appearances and wider use of radio and television. The various facets of the campaign will be carefully tailored to the requirements of each foreign situation. Discussions on this phase of UA's global selling have already taken place between members of the domestic promotion department, Samuel Cohen, director of foreign publicity, and staffs abroad.

Lewis said the company's expanded promotional efforts would naturally require a larger staff, and reported that the company already plans to employ a record total of 65 fieldmen in the U.S. and Canada alone.

Kamber Also Speaker

Bernard Kamber, Hecht-Hill-Lancaster advertising-publicity head, also spoke today. He recommended "grass root thinking" on national campaigns by field representatives who have the responsibility of selling films to American film audiences.

"Once-a-year meetings should not be the only opportunity for an exchange of ideas between field representatives and producers," Kamber emphasized. "H-H-L does not believe promotion campaigns for the entire U. S. should be the sole responsibility of New York and Hollywood executives, but that basic selling ideas, established in home offices and studios should be submitted far in advance of playdates to field men for criticism and suggestions," he explained.

UA Sets 26

(Continued from page 1)

least six in each quarter of the year. These will be supplemented with other features, making a full year's schedule of from 36 to 48 films.

Detailing the program, Heineman said, "United Artists is now in the greatest business period in its history and we are most confident about the future. We are expressing this confidence concretely by preparing for next year a lineup of pictures that equals the best that the industry has ever seen.

"Despite changing markets," he continued, "theatrical motion pictures continue to stand as the world's first line of entertainment. Our continuing goal is to sustain and strengthen the medium by distributing the kind of quality screen fare that today's market demands."

Turning to the final quarter of this year, Heineman reported that United Artists will place 14 features in release from September through December.

Schwalberg Chairman Of Citation Films

A. W. Schwalberg yesterday nounced his association with Cita Films, Inc., as chairman of the bo Citation is a New York theatrical distributor and also acts as spe representative and consultant to ducers.

At the same time, Schwalberg he had concluded a deal with How J. Beck, of the Omat Co., Bev Hills, for Citation to re-release War with the Army," starring D Martin and Jerry Lewis.

Schwalberg will also utilize the cilities of Citation to exploit the cently completed Waverly-RKO tures "From the Earth to the Mo and "Enchanted Island." Schwall is vice-president of Waverly.

TOA, Golde

(Continued from page 1)

Department of Commerce, at the annual national convention of Theatre Owners of America, ope Oct. 21 at the Americana Hote Miami Beach, Fla., it was annou today by the TOA convention com tee.

Mr. Golden will detail the Ce Bureau's schedule for the sur which is taken every four years, which is to be undertaken late in and continue into 1959. The last sus was in 1954. To be stressed are precautions to be taken by the Ce Bureau to insure confidential hand of returns, so that detailed informa can be obtained from theatre op tors on grosses, attendance, pay and concession receipts, and from duction and distribution on inc and payrolls.

TOA's convention committee, sisting of Mitchell Wolfson, hono chairman, and Sam L. Gillette, ner N. Redstone, and John B. Sc ler, co-chairmen, also announced exhibitor representatives from G Britain and Mexico will be in att ance and among the speakers at convention.

Louis Braca, Sr.

SEA ISLE CITY, N. J., Sept. Funeral services were held yeste for Louis Braca, Sr., age 80, own the Braca Theatre, which he bui 1912, and the Madeline, which purchased later, at this South J seashore resort. He died Sept. 5 is survived by his two sons and daughters.

'Matchmaker' $13,6

Paramount's "The Matchmake continuing its strong pace at the Carnegie here, grossing $13,600 fo the fourth week ended yesterday company reported.

MOTION PICTURE DAILY. Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Floyd E. S
Photo Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager, TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Vi
Canby, Eastern Editors. Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; Telephone HOllywood 7-2145; Washington, J. A. Otten, National Press Club,
ington, D. C.; London Bureau, 4, Bear St. Leicester Square, W. 2. Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents i
principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rocke
Center. New York 20, Telephone CIrcle 7-3100. Cable address: "Quigpubco. New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-
dent and Treasury; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 times a
as a section of Motion Picture Herald; Television Today, published daily as a part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fame. Entered as s
class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign. Single copies,

earst Metrotone Starts lucational Film Series

A new educational film series de- ned primarily for classroom use will launched by Hearst Metrotone ws, starting tomorrow.

Called The Screen News Digest, the v series will be in black and white, nm., with special stories in color. ere will be 10 monthly issues oughout the school year, according Caleb B. Stratton, executive vice- sident of Hearst Metrotone News. program is a joint undertaking the newsreel and public-spirited erican companies who make the is available without charge to de schools, high schools and col- es in the U. S.

mell' Movie

(Continued from page 1)

ntroducing the project to the pub- The cities will be New York, Chi- o, Los Angeles, Philadelphia and roit. Each theatre will be leased exclusive showing of the proposed film for one year on a three-a-day rved seat basis, according to rles Weiss, promoter of the process production head of Weiss Screen nt Corp., who told about it yes- lay at the Hotel New Yorker.

egotiations for leases will be ted three months before the com- ion of the picture, Weiss states. duction is scheduled to start March Financing of leases has been set. leases are intended to protect spective investors in the first pro- tion which is budgeted at $3,000,- . It will be a feature in color and be somewhat similar in content to first Cinerama picture without s or continuing story—a combina- of story and travelogue "in thtaking natural settings."

Prepared by Rhodia

he series of fragrances has been pared by Rhodia, Inc., large pro- ers of aromatics. The process is be called Weiss-Rhodia Screen- nt. Rhodia is the United States affi- of Rhone-Poulene, French chemi- organization with plant facilities branches in 22 countries.

he fragrances will be shipped pre- ked for easy installation and in- ion into the air conditioning sys- by the projectionist. Installations cost an estimated $5,000.

Veiss predicts the addition of ts will do for small theatre op- ors what wide-screen processes e done for large auditoriums. He produced a number of low budget s and was with the Rockaways' land Amusement Park when the er coaster sequence of the first erama film was made there. He has been director of advertising promotion for Fred Coe, televi- producer.

Ie pointed out that the late Samuel xy) Rothafel tried scent with a ure of the Pasadena Rose Festival 906 in a small Pennsylvania town putting rose perfume on cotton in t of an electric fan.

Lists Big Increase in Top Films

(Continued from page 1)

formation was compiled by Hyman in line with his and Leonard Goldenson's continuing campaign for "orderly distribution," that is, the spacing by distributors of their quality releases in order to avoid a glut of top films at major holiday periods and few or none in the so-called "orphan" periods between.

Hyman's current booklet on future release plans of 10 distributors is being circulated to 2,500 theatre sources that have endorsed the Goldenson-Hyman campaign and, in return for distributors' orderly distribution concessions, pledge themselves to give extra promotion and sales attention to the quality releases reaching them in ordinary periods.

Business About Parallel

The AB-PT vice-president pointed out that for most theatres 1958 to date has about paralleled last year's business. However, the post-Labor Day releases in 1957 contained few top-quality pictures. Hyman estimated them at four to six. Thus, with almost five times that number, an estimated 26, to be available from now until New Year's, Hyman reasons that theatres should pull ahead of 1957, ending the year with a good gain.

He also points to the early 1959 releases as evidence that the momentum established up to the end of this year will be carried over well into 1959.

His detailed schedule now being distributed to exhibitors shows the following releases for the period from Sept. 1 to New Year's: Allied Artists, 12; Buena Vista, two; Columbia, 13; M-G-M, eight; Paramount, eight; Rank Film Distributors of America, six; 20th Century-Fox, 12, plus two pre-releases; United Artists, 15; Universal, eight, plus four reissues, and Warners, eight, a total of 98 films from 10 distributors.

26 Is 'Conservative'

It is in this group that Hyman sees at least 26 top quality attractions, emphasizing that his appraisal is purposely conservative. The corresponding quality releases in the same period last year were estimated at four to six.

The Hyman tabulation in total lists 158 releases from now to varying periods into 1959, and 76 additional features which should figure in late 1959 releases.

However, he emphasized that numbers are not important. Quality is what counts. "One quality production could be worth seven of the other kind to any theatre," he observed.

Hyman will resume regional meetings with exhibitors next week when he meets in Detroit, Sept. 18 and 19, with Northern and Eastern AB-PT affiliates. His meeting on the 19th will be open to other exhibitors and distributors in the area. A second meeting has been scheduled for Sioux Falls, S.D., Oct. 7, and part of this meeting, too, will be open to exhibitors and distributors of that area.

After the first of the year Hyman will go to the Coast for a check on pictures completed, in production and in preparation, and will report to exhibitors supporting orderly distribution thereafter.

The AB-PT executive said that evidence of the extra effort being expended on quality pictures in orderly distribution by the grass roots exhibitors is accumulating in impressive quantities and examples of many of the special theatre campaigns conducted on behalf of the product which are being sent to him are, in turn, being turned over to distributor companies.

"This crusade of ours for orderly distribution has not only made substantial progress toward its objective, but has become instrumental in fostering other projects which will redound to the benefit of our industry," Hyman said. "An example is the recently announced publication of "Screenbill," a national motion picture magazine guide."

Ready Thanksgiving

Hyman explained that the publishers consulted him on bringing the guide to the attention of exhibitors, and the orderly distribution supporters were contacted. He added the first issue of Screenbill is scheduled for Thanksgiving week, with an initial, controlled circulation in excess of 2,000,000.

Hyman concluded with the observation that the advance release schedules convince him, as they should others, that "ours is not a dying business but one that with reaffirmation of faith and with cooperation will always show growth and strength."

MGM Progress

(Continued from page 1)

tors attending the annual regional convention of the Independent Exhibitors, Inc. of New England here at Toy Town Tavern today. Other speakers included Joseph E. Levine, head of Embassy Pictures; Horace Adams, president of national Allied; and Irving Sochin, general sales manager, Rank Film Distributors of America.

M-G-M is "in the motion picture business to stay," Byrne told the delegates. He credited the film company's recent advances to Joseph Vogel, president, and the "present group in power." At present M-G-M has 15 pictures shooting or to start early in 1959, Byrne added, and promised the release of two or three pictures each month in line with "orderly distribution."

Hits Road Shows

In his speech Adams condemned present methods of distribution and the practice of road shows in particular. He turned to Byrne during his address and asked him to discuss a "remedy" for the situation with Vogel.

Prior to introducing Levine, Edward W. Lider, general chairman of the convention, spoke briefly on the need for more pre-selling of films. He said that IENE had decided to ask all sales managers to increase the number of prints on all "blockbusters" so they would be more readily available for smaller theatres.

Levine told the meeting of his plans to release three new pictures with an exploitation program similar to that he used for "Attila." Sochin urged distributors use more "cooperative" tactics in dealing with each other. There were no formal speakers at the banquet at which humorist George Roberts was emcee.

AFM Charges MGA with Violating AFM By-Laws

From THE DAILY Bureau

HOLLYWOOD, Sept. 9.—Local 47, American Federation of Musicians, has charged the membership of the new Musicians Guild of America with violating the constitution and by-laws of AFM. The charges pertain to a provision which makes it an offense "under penalty of expulsion" to engage in "dual unionism." Each member is accused directly of membership in MGA.

'Cat' at $2,000,000

M-G-M reported yesterday that "Cat on a Hot Tin Roof" had passed the $2,000,000 mark in its bookings in 102 key cities to date. The picture will open at the Music Hall Sept. 18.

Col. Victim

(Continued from page 1)

ley for which the company had paid $25,000 in an involved transaction in 1956 to one "James E. Sullivan."

It now develops that the signature on the release does not resemble Curley's, that "Sullivan" cannot be found and that the person who "notarized" the release does not exist.

However, a happy ending appears likely. The Curley family will look at "The Last Hurrah" tomorrow and there are strong indications everything will be resolved satisfactorily then.

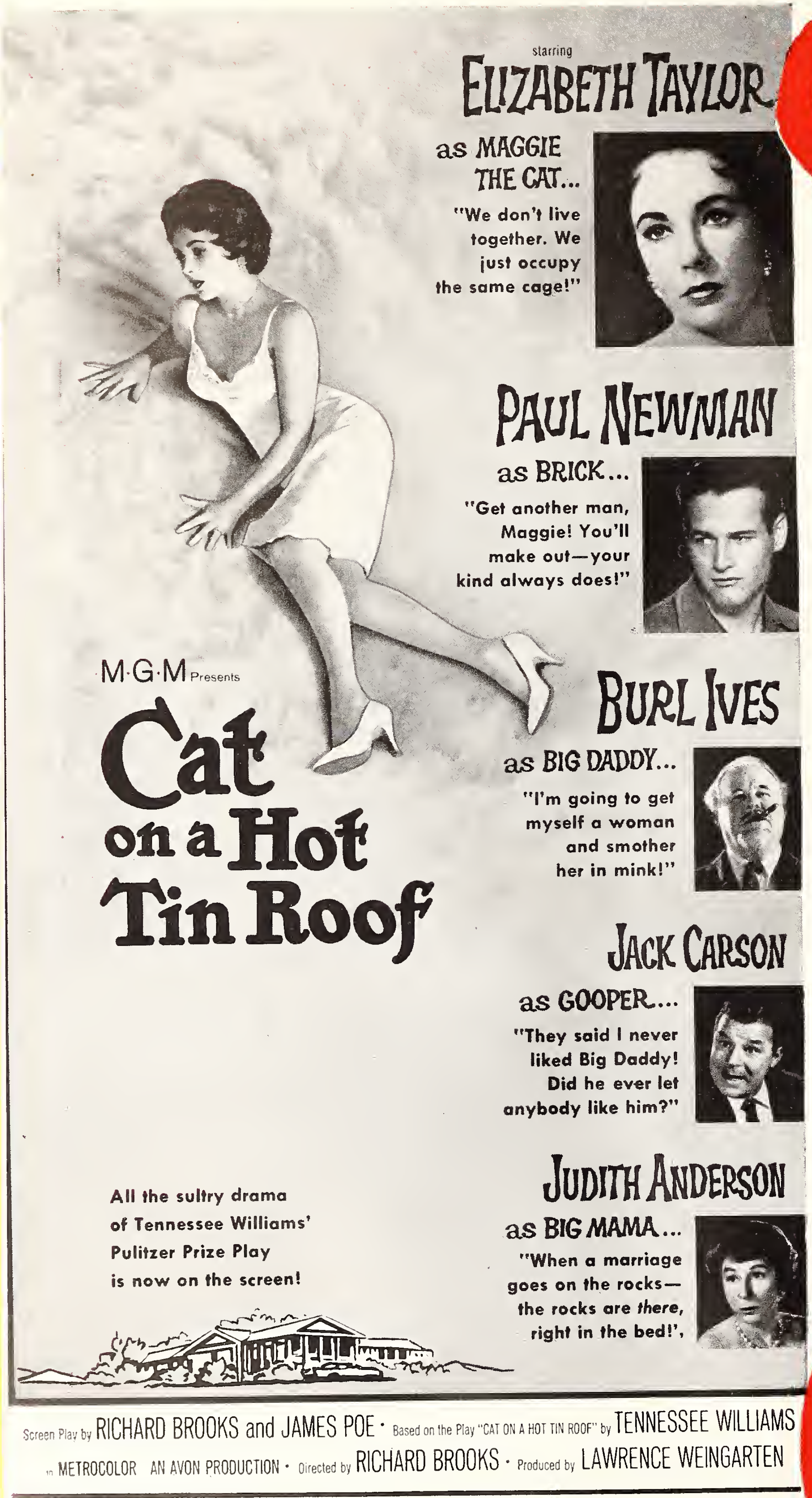
Addison F. Miller

COLUMBUS, O., Sept. 9.—Addison F. Miller, 85, former vice-president of the Valentine Co., which operated theatres in Columbus, Indianapolis, Dayton and Toledo, died Sunday at his home here following a heart attack.

'Yankees' World Bow

Warner Bros.' "Damn Yankees" will have its world premiere on Friday, Sept. 19, at the Center Theatre in Denver, home of the New York Yankees' farm club in the American Association.

"CAT



starring

ELIZABETH TAYLOR

as MAGGIE THE CAT...

"We don't live together. We just occupy the same cage!"

PAUL NEWMAN

as BRICK...

"Get another man, Maggie! You'll make out—your kind always does!"

BURL IVES

as BIG DADDY...

"I'm going to get myself a woman and smother her in mink!"

JACK CARSON

as GOOPER...

"They said I never liked Big Daddy! Did he ever let anybody like him?"

JUDITH ANDERSON

as BIG MAMA...

"When a marriage goes on the rocks—the rocks are *there*, right in the bed!'.

M·G·M Presents

Cat on a Hot Tin Roof

All the sultry drama of Tennessee Williams' Pulitzer Prize Play is now on the screen!

Screen Play by RICHARD BROOKS and JAMES POE · Based on the Play "CAT ON A HOT TIN ROOF" by TENNESSEE WILLIAMS
in METROCOLOR AN AVON PRODUCTION · Directed by RICHARD BROOKS · Produced by LAWRENCE WEINGARTEN

ABOVE: one of the ticket-selling ads!

LIKE WE SAID:

M-G-M BACK ON TOP IN '58!

HITS ROOF!

More than $1,000,000 over Labor Day week-end at box-offices in a selected number of engagements!

AND THAT AIN'T TIN!

"Congratulations to Elizabeth Taylor, hailed by press and public as Star of the Year!"

TOPS "HIGH SOCIETY" "TEAHOUSE OF AUGUST MOON" "RAINTREE COUNTY" "I'LL CRY TOMORROW" and equals "GONE WITH THE WIND" in the South!

FOR INSTANCE! ***(Space permits only a few of many high-lights!)***

CHICAGO—Chicago Theatre tops Biggest of all companies of the year! Even Beats Big Christmas-New Year's attraction!
BALTIMORE—Biggest in the entire history of Stanley!
CINCINNATI—Biggest since Xmas holiday of '56 at Albee!
MIAMI—Biggest in more than 2 years at Olympia!
PROVIDENCE—Doubles "Don't Go Near The Water!" at State!
DAYTON—Ditto at Loew's!
TOLEDO—More than 50% better than "Water" at Valentine!
AKRON (Loew's) YOUNGSTOWN (Warner)—Ditto!
MEMPHIS—Almost triples "Teahouse" at Palace!
CHARLOTTE—Doubles Xmas biz of "Water" at Plaza!
ORLANDO, Fla.—Doubles "Cry Tomorrow" at Beacham!
JACKSON, Miss.—More than doubles "Cry Tomorrow" at Lamar!
BEAUMONT, Tex.—Doubles "Teahouse" at Liberty!
DAYTONA BEACH, Fla.—Almost double "High Society" at the Daytona!
GREENSBORO, N. C.—Ditto at Carolina!

And Many More of the Same!

REVIEW:

The Blob

Tonlyn—Paramount

COMBINING SCIENCE fiction and horror with a touch of a reasonable approach to juveniles, this effort by a group of newcomers bears professional polish and the promise of much to come. Produced in Valley Forge, Pa., by Jack H. Harris with a cast of newcomers all excellent in their roles, it has a well developed science fiction theme, properly building to horror, and a credible setting.

Steven McQueen and Aneta Corseaut are the youngsters who play the leads. Parked in lover's lane they see a falling star and a burning object falls near them. They pick up an old farmer, who also has seen and found the object, writing in pain with something on his hand.

The organism grows with speed, consuming the farmer's flesh, then a nurse, then a doctor. McQueen and Miss Corseaut, witnesses of only part of the horror, try to tell their story to police but are not believed. They try to arouse the town to danger and again are not believed. As the thing grows it spreads terror, finally emptying a theatre and engulfing the two youngsters and others in a diner.

McQueen saves the day when he discovers that CO-2 will freeze the thing and is the only weapon effective against it.

The film, carefully produced in De Luxe color, was directed by Irvin S. Yeaworth, Jr. from an idea by Irving H. Millgate. It is good standard science fiction fare worth an extra push because of the teen-age angle, an approach pointed up by a chief and sergeant of police, one of whom has faith in teen-agers and the other who believes them all bad.

Encouraging too for the future of the industry are the direction and the performances by the youngsters.

Running time, 85 minutes. General classification. Release, in October.

JAMES D. IVERS

'Horror Plague'

(Continued from page 1)

dent and general manager of theatre operations, speaking before a meeting of Fox West Coast Theatres, Southern California Division, said he believed the industry has gone too far with producing horror films, pointing out that the horror cycle had been overdone and should be halted lest we lose the confidence and goodwill of the people.

"We do not welcome censorship by any outside group," Ricketson concluded. "It is up to ourselves to do the job of cleaning up movie ads. Those who invite censorship cannot have our support. We are not bluenoses, but then dirt is not art, and this we must all bear in mind."

The Monarch

The only flight with all de Luxe seats

Every night, overnight New York to London

Reservations through your Travel Agent or
BRITISH OVERSEAS AIRWAYS CORPORATION
Boston, Chicago, Dallas, Detroit, Los Angeles, Miami, New York, Philadelphia, Pittsburgh, San Francisco, Washington.

WB, Union Agree

(Continued from page 1)

terday. According to the announcement the company has agreed to notify the union on or before Oct. 10 of the names of employees who will be re-employed in Hollywood together with their grades and salaries.

Outline Terms

On or after Oct. 10, the union said, any employee may give two weeks notice to take another position and receive severance pay. Older employees may apply through the union for this consideration before this date. At least two weeks prior to the actual moving to the coast the company has agreed to notify the union of the members of the unit who will be retained on the payroll in New York.

The company has refused additional severance pay to union members to be laid off because of the moving but negotiations are continuing on this point.

Para. Will Release AA Films in Australia

A distribution contract for the release of several Allied Artists films by Paramount in Australia has been signed by Allied Artists International Corp. and Paramount Film Service Pty., Ltd., Paramount International's Australian subsidiary, it was announced here yesterday by James E. Perkins, president of Paramount International, and Norton V. Ritchey, president of AA International.

Films included are "The Tall Stranger," "The First Texan," "Crime in the Streets" and "Dragoon Wells Massacre."

Television Today

Skiatron Asks S. F. Phone Co. for Estimates

Special to THE DAILY

SAN FRANCISCO, Sept. 9. – The Skiatron Electronic Corp. formally asked the Pacific Telephone and Telegraph Co. to estimate costs for transmitting television programs over the phone company facilities for its Pay-TV system. Skiatron has a contract with both the San Francisco Giants and the Los Angeles Dodgers to pipe baseball games into private homes.

On the other hand the San Francisco board of supervisors is standing firm on its previous refusal to grant Matty Fox, Skiatron president, a franchise for his closed circuit promotion, mainly because Skiatron has not produced a statement of its financial resources.

UA, Northstar Sign For 'Troubleshooters'

Keenan Wynn will star in "
Troubleshooters," a half-hour fil
television action series about the
ventures of construction men, foll
ing an agreement concluded betw
United Artists Television, Inc.,
Northstar Pictures, Ltd., for proc
tion, financing and distribution. F
ing of 39 programs is set to star
November.

Bruce Eels, vice-president of
TV, said yesterday the company p
to announce other new series wi
the next few weeks. Already sc
uled, in addition to "Troubleshoot
are "The Vikings" and "The De
O'Keefe Show."

One Man's TViews

By Pinky Herman

ROBERT SARNOFF has made the announcement that the 195
season will include 14 regularly scheduled NBColorcasts an
them 5 brand new programs, aggregating more than 600 hours of c
programs, not including specials and spectaculars. There will be at
2 hours of daily color shows and also at least 2½ hours on Sundays.
The official "hit parade derby" for tin pan alleyites has started now
Hirsh de la Viez has returned to his autographed picture-bedecked c
hole at his headquarters located on Rhode Island Ave. in Washin
D.C. Hirsh, prexy of the Hirsh Coin Machine Co. which owns and
erates about 2,000 juke boxes in that territory, is often consulte
wax stars prior to their respective recording sessions, because he
only has a most uncanny "feel" about the public's choice but his s
tions of the black biscuits are followed but completely by the hund
of deejays in the Washington-Baltimore area. . . . A new type of r
TV exchange plan will be divulged tomorrow by Paul Roberts at a
party at the Sheraton East Hotel in Gotham. Roberts was formerly
ident of Mutual Broadcasting System. . . . James Hammerstein
Charles H. Norton have formed a new film production co., Ran
Independent Productions, Inc. which will produce full length feat
First screenplay will be an original by Norman Brooks and will be fi
in the East, with negotiations now taking place for the signing of
Holden or Paul Newman for the lead. . . .

☆ ☆ ☆

**The handsome, multi-talented Johnny Andrews, recently introd
his own composition entitled, "It's A Wonderful, Wonderful Feelin'
his Sunday morning NBC-TVehicle and received so many request
the bouncy ditty that he'll record the numbe
morrow for Anchor Records. Johnny is seen
heard on the air WRCA, NBC-Radio and NBC
a mere 36 hours per week. . . . With the compl
of his stint as summer-replacement for "The
NBComo Show," Bob Crosby has been set
major role in Paramount's forthcoming flicker,
Red Nichols Story," which starts rolling in H
wood October 10. . . . One of the most colorf
female flacks, Eleanor Britton, drum-beater fo
Moore-McCormack Lines, lived up to her reput
with several unusual yarns she delivered on
Dugan's "This Is New York" and Dick Willis' "
Looking At You" via CBS and Channel 13, respectively. . . . D
Tommy Edwards at WERE wonders out Loud "how anyone can con
some of the current R & R tunes can be labeled 'educational matt
(T.E.—Ain't ye heerd of love n' learn?) . . .**

Johnny Andrews

All
the News
That
Is News

MOTION PICTURE DAILY

Concise
and
to the
Point

.. 84, NO. 51 NEW YORK, U.S.A., THURSDAY, SEPTEMBER 11, 1958 TEN CENTS

m Veteran

R. Rubin, 76, ormer Loew's ounsel, Dies

vices Tomorrow for ıg-Time MGM Official

Robert Rubin, retired industry an, who for many years was vicedent and general counsel of Loew's-M-G-M, died here yesterday at the age of 76 in Lenox Hill Hospital.

ıobert Rubin

Although Rubin had been ill for some time, his death was unexpected.

Funeral services will be held at 3 P.M. tomorrow at Frank E. Camp- Funeral Parlor, Madison Ave. and St.

vivors include his wife, the for- Reba Lillian Hitchcock, whom arried Dec. 26, 1910, a son, Rob- itchcock Rubin a sister, Jane, of use, and two grandchildren.

n in Syracuse, N. Y., March 4, Rubin was educated at Syracuse rsity and later at Oglethorpe rsity. He entered the practice

(*Continued on page* 2)

son Urges End of dio 'Isolationism'

From THE DAILY Bureau

LLYWOOD, Sept. 10. — Carey n, president of the Screen Pro- s Guild, today urged all distribu- ompanies to follow the lead of d Artists in bringing its entire ity, advertising and exploitation

(*Continued on page* 3)

elevision Today Page 6

FPC Profit Figure Rises

Special to THE DAILY

TORONTO, Sept. 10.—Famous Players Canadian Corp. reports net profit of $1,376,675 for the first six months of 1958, compared to $1,168,455 for last year. The earnings are equivalent to 79 cents per share, compared to 67 cents in 1957.

J. J. Fitzgibbons, president and managing director, in an interim report to stockholders, notes that the 1958 first half earnings also exceeded those for the corresponding 1956 period. This, he said, "demonstrates

(*Continued on page* 3)

Ricketson Attacks 'Dollar-a-car' Drive-ins

From THE DAILY Bureau

HOLLYWOOD, Sept. 10. — Free admissions are resulting in the loss of thousands of dollars for both film distributors and indoor exhibitors, Frank

(*Continued on page* 3)

Judge Believes Curley Signature Not Authentic

Special to THE DAILY

BOSTON, Sept. 10.—Judge William T. McCarthy in Federal Court yesterday stated it is his "unofficial opinion" that the signature purporting to be that of former governor James M. Curley on a $25,000 release permitting

(*Continued on page* 3)

Rhoden, Ricketson Said Considering Retirement

HOLLYWOOD, Sept. 10. — Pursuant to reports of impending top level changes in National Theatres management, possibly involving stock control and management being taken over by National Telefilm Associates, it is known that both Elmer C. Rhoden, National Theatres president, and F. H. Ricketson, Jr., vice-president, are approaching the company's retirement plan age and have indicated to some close associates that they have considered relinquishing their full time posts.

Meanwhile, however, Rhoden has denied he knows of any contemplated management changes.

Lighthouse to Sponsor 'Roots' World Premiere

The Lighthouse will sponsor the world premiere showing of Darryl Zanuck's "The Roots of Heaven" on Oct. 15 at the RKO Palace Theatre here at 8:30 P.M. The 20th Century-Fox release will begin an extended reserved seat engagement Oct. 16.

Funds accrued from the premiere will be utilized by the Lighthouse (the New York Association for the Blind) to further its program of occupational therapy, education and preventive research. Peter Grimm, former U.S. Minister to Italy, has been named chairman of the benefit committee.

REVIEW:

Damn Yankees

George Abbott—Stanley Donen—Warner Bros.

THIS FINELY PRODUCED, expertly performed production in color by Technicolor is a smooth blending of comedy, music, drama and dance, with a novel and substantial story line. Based on the long run, Broadway hit of the same title, it is pre-sold to millions and gives every evidence of bringing the same long run business to the nation's film theatres that it brought to Broadway.

In the opinion of this commentator, the George Abbott-Stanley Donen production is superior to the stage hit, if only because the greater flexibility of the camera puts far more action and visibility on the screen than the physical limitations of the stage permitted. And that increased visibility, in this instance, at least, makes a substantial plus for the movie-goer over what the stage afforded the play-goer.

With the exception of Tab Hunter, who plays Joe Hardy. the devil-

(*Continued on page* 3)

Youngstein Says:

Production At UA Hits All-Time High

$50,000,000 Worth Now Being Readied for '59

From THE DAILY Bureau

HOLLYWOOD, Sept. 10.—United Artists' production activity is at an all-time high with films valued at approximately $50,000,000 currently shooting, editing, or being processed for 1959, Max E. Youngstein, vice-president, told the company's first international promotion convention here today. The full program for the year will represent an investment of more than $65,000,000, he said.

Addressing key administrative, promotion and sales personnel at the Ambassador Hotel, Youngstein pointed out that 18 of these films were in the double "A" blockbuster category, 12

(*Continued on page* 3)

Mirisch Company to Spend $20,000,000

From THE DAILY Bureau

HOLLYWOOD, Sept. 10.—Harold Mirisch, president of the Mirisch Company, in association with his brothers Marvin and Walter, announced plans today for a production schedule of motion pictures and television series calling for expenditures in excess of $20,000,000.

At a cake-cutting ceremony for the press, marking the first anniversary of the organization, Harold said the company will have completed seven films by the end of the year. Setting the

(*Continued on page* 3)

NBC Sets Color Shows On 2-Hour Daily Basis

The most extensive lineup of regular color television programming in NBC history, totaling more than 600 hours and offering on the average about two hours of color daily, will be presented by the National Broadcasting Company during the 1958-59 season, it was announced by Robert

(*Continued on page* 6)

PEOPLE

Joseph A. Macchia, secretary of Loew's, Inc., and an attorney and **Theodore R. Kupferman**, secretary and general attorney of Cinerama Productions Corp., have joined to manage the campaign of **John Lindsay**, Republican candidate for Congress in the 17th Congressional District, Manhattan. Macchia is campaign manager for Lindsay and Kupferman assistant campaign manager.

□

Peter Glushanok, film director and photographer, will teach a class in advanced motion picture directing at the City College Institute of Film Techniques evening session during the fall term.

□

George Odlum has resigned as manager of the Robins Theatre, Niles, Ohio and is succeeded by **William Gillam**, transferred from the Robins, Warren. Both houses are units of the Robins Amusement Co. of which **Leon Enken** is president.

□

William Goldman, head of the William Goldman Theatres, Philadelphia, was named by Mayor Richardson Dilworth to serve as one of the three members of the newly-created Youth Conservation Committee to handle the fight against juvenile crime.

□

Herman Comer has been named manager of Stanley Warner's Logan, key neighborhood house in Philadelphia, succeeding **Barney Cohen**, veteran theatre manager.

□

Edward Heiber resigned as branch manager for Universal-International in Philadelphia, and is replaced by **Carl F. Reardon**, coming in from Cleveland.

□

Edmund B. Noonan, recently in the film business in Montreal, has re-opened the Azteca Film Co. exchange in Denver.

□

John Wolfberg, former Denver theatre man who was instrumental in forming the Allied Rocky Mountain Allied Theatres, writes from Spain, where he has been three years, that he is writing a book on "Moore in Spain." No publication date has been announced.

Buys Flint Theatre

FLINT, Mich., Sept. 10.—John McAuley has bought the darkened Kearsley Theatre and will reopen it Sunday. There will be a double bill, changed twice weekly, with the house closed Wednesdays. Clark Theatre Service, Detroit, will buy and book.

J. Robert Rubin Dies at 76

(*Continued from page 1*)

of law in New York City in 1906, later becoming assistant district attorney of New York County. In 1914 he was made deputy police commissioner of New York City and, after returning to private law practice for a time, joined Louis B. Mayer in 1916 in the latter's producing company. The following year when Mayer's company was merged with Metro-Goldwyn which had been joined the year before by Marcus Loew with the Loew's Theatres organization, Rubin began his long association with Loew's-M-G-M.

With Mayer and the late Irving Thalberg, on joining the company he was given an interest in certain residual rights in M-G-M pictures made during their administration, in addition to profit-sharing arrangements. The pictures for the most part were immensely profitable for many years. He was reported to have reached a settlement amounting to more than $1,000,000 in lieu of his participations and continuing equities in released and unreleased pictures at the time of his retirement from most of his Loew's posts in August, 1954. He continued as a director of the company until 1956, when he retired.

Active for Charity

For the past two years Rubin maintained a Fifth Avenue office from which he directed many of his charitable, humanitarian and public-spirtied activities, which were numerous.

For most of his adult life he was prominent in Syracuse University alumnae affairs and was the donor of several memorial structures and endowments on the campus. Another cause that commanded his interest for many years was the National Council of Christians and Jews. In addition to his work for and financial contributions to the national and world Brotherhood movements, Rubin was responsible for introducing its activities to the motion picture and theatre industries and for aiding in the organization and administration of an annual Brotherhood campaign in the theatres of the nation. He was general chairman of the amusement division of NCCJ for many years.

On Many Boards

Among his other interests and activities, he was vice-president and trustee of the Walter Kempner Foundation; trustee of the Actors Fund of America, member of the Visitors Committee of the N. Y. Public Library, a member of the film advisory committee of the Museum of Modern Art, N. Y., a member of the National Institute of Social Sciences, of the American and New York Bar Associations, and of the N. Y. County Lawyers Ass'n. and the Ass'n. of the Bar of the City of N. Y. He was associated with the Office of Strategic Services in the last war.

Rubin was a director of Coty, Inc., Coty International, the American Theatre Wing and the National Football Foundation and Hall of Fame, and was a trustee of Syracuse University.

Confirm Reappointment Of Code Review Board

From THE DAILY Bureau

WASHINGTON, Sept. 10.—Confirming MOTION PICTURE DAILY's story of Aug. 22, the Motion Picture Association today announced that all members of the Production Code Review Board have accepted reappointment for a one-year term, which will expire Sept. 17, 1959. The 20-member board consists of the MPA board of directors plus six exhibitors and four non-member producers. It has sole authority to hear and decide appeals on code matters from decisions of the Production Code Administration.

Fete Lachman Tonight

Ed Lachman, president of Carbons, Inc., Boonton, N. J., will be installed here tonight as an honorary member of the 25-30 Club of New York, a projectionists' organization. The event, which will take place at the Empire Hotel, will honor Lachman for his "many personal contributions to the welfare of the art and craft" of the motion picture.

400-450 Prints Readied By Fox for 'Barbarian'

Twentieth Century-Fox is stepping up its distribution facilities to make available between 400-450 prints of "The Barbarian and the Geisha," for key dates across the United States, beginning Oct. 8, it was announced yesterday by Alex Harrison, general sales manager.

Scheduling of the picture for mass national release in October followed a request from exhibitor groups for an orderly release of the attraction, rather than a hard-ticket, roadshow policy as previously announced.

The engagements will be backed by a large pre-selling and advertising program under the direction of Charles Einfeld, vice-president.

Marvin Kempner, 77

BUFFALO, Sept. 10. — Marvin W. Kempner, 77, former manager of the Buffalo branch of Paramount Pictures, which office he held for a decade or more, died here at his home following a long illness.

PERSONAL MENTION

MITCHELL WOLFSON, head Wometco Theatres, Miami, wi arrive here tomorrow from Europe.

●

MERIAN C. COOPER, president Merian C. Cooper Enterprises, flew Washington, D. C., yesterday fro Hollywood.

●

ROGER G. SCHWARTZ, Columbia Pi tures' managing director in Paris, w arrive here tomorrow from Le Hav on the "S.S. Liberte."

●

LEWIS R. FOSTER, director of Wa Disney's "Tonka," has left New Yo for Europe.

●

ROBERT RAISBECK, television pr ducer, is in New York from Holl wood.

●

CHARLES REED JONES, for ma years advertising manager of Repub Pictures, and more recently head his own advertising and promoti company, is recuperating from emergency operation at Doctors' H pital here.

T-L Retains Bilgrey

Trans-Lux Distribution Corp. h retained lawyer Felix Bilgrey to a peal the decision of the Chicago Ce sor Board to ban "The Case of I Laurent," it was announced here Richard Brandt, Trans-Lux preside

Whalen 'Man' Chairma

Grover Whalen, former New Y police commissioner, has accepted t chairmanship of the benefit comm tee of the New York March of Dim fund-raising arm of the Natio Foundation, for the world premiere "The Old Man and the Sea" at t Criterion Theatre here Oct. 7.

CAREER OPPORTUNITIES
for ACCOUNTANTS

Mail applications only. See N. Y. Tim "help wanted," page 10W, Sept. 7 f details, advertisement of Samu Hacker & Co.

Let FILMACK make your
SPECIAL
TRAILERS
You'll Be Delighted With Our
Quick And Friendly Service
1327 S. WABASH CHICAGO 5, ILL. FILMACK 630 Ninth NEW YORK

MOTION PICTURE DAILY. Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Floyd E. Sto Photo Editor; Herbert V. Fecke. Advertising Manager; Gus H. Fausel, Production Manager, TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Vinc Canby, Eastern Editors. Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; Telephone HOllywood 7-2145; Washington, J. A. Otten, National Press Club, Wa ington, D. C.; London Bureau, 4, Bear St. Leicester Square, W. 2. Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefe Center. New York 20, Telephone CIrcle 7-3100. Cable address: "Quigpubco. New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-Pr dent and Treasury; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 times a y as a section of Motion Picture Herald; Television Today, published daily as a part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fame. Entered as sec class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign. Single copies, 1

PC 6-Months

(*Continued from page* 1)

ly there is ample room in the ement field for both motion pic- theatres and television."

ting that the public is selective hoosing its entertainment in both on pictures and television, Fitz- ons says "The improvement in heatre operation is a definite indi- n that we are presenting the type ntertainment that is attractive to er increasing number of people."

lists forthcoming product from Disney, Paramount, M-G-M, 20th ury-Fox, Warners and Columbia h will be shown in FPC theatres reports strong advance sales for ved seat tickets for "South Pa- and "Seven Wonders of the d."

e six months' report shows earn- from operations amounting to $1,- 72, compared to $1,682,409 for rst half of 1957, and total income e period of $2,222,947, compared ,873,686 in the previous year.

e regular quarterly dividend of cents per share was voted.

nature Not Authentic

(*Continued from page* 1)

showing of the film, "The Last ah," is not authentic.

m no handwriting expert," the admitted, "but it is my opinion the signature on the complaint not look like the one on the re- ." He will have a government writing expert examine the signa- before handing down a ruling urley's complaint that the film d be libelous and defamatory. v seeks to block its exhibition.

dge McCarthy directed attorneys oth parties to prepare for a full ng on the case for Sept. 22.

risch to Spend

(*Continued from page* 1)

any's sights for 1959, which in- s commitments with directors Sturges, Billy Wilder and Rich- Fleischer, the latter directing Proving Flight" for producer er Mirisch, Harold said:

Lucrative Market

ly brothers and I are convinced ave only begun to scratch the bilities in the whole area of en- nment. We are convinced on the of practical experience that the et for motion pictures in theatres television will continue to be tive and rewarding, and we are ing our efforts to bring to that et the finest films that can be

e will continue to offer partner- in joint ventures to other pro- s, and invite picture makers— icers, directors, writers and stars join with us in the development hat we hope will be the most ng production program in the in- y."

nancing and releasing of the over- otion picture program is provided nited Artists.

Damn Yankees

(CONTINUED FROM PAGE 1)

owned slugger who wins a pennant for the Washington Senators, the principals are those who scored such brilliant successes in the stage original. Gwen Verdon, as Lola, the devil's seductive assistant, and Ray Walston, as Applegate, or the Devil himself, show off to as good, or better, advantage on the screen as ever they did on the stage. The same may be said of others in lesser roles.

It is a big, thoroughly enjoyable, professionally polished production, which will afford audiences plenty of amusement. It should be easy to sell, but should reward handsomely any exhibitor who bestirs himself and creates some extra ballyhoo in its behalf. It has been chosen as the first picture to launch the 5,700-seat New York Roxy's new management era later this month.

A middle-aged baseball zealot, one of the breed who park in front of television screens every time their team can be tuned in, and pilot the team emotionally from their easy chairs, becomes disgusted with his favorites, the Washington Senators, who can't get out of seventh place for losing to those "damn Yankees."

"What we need," he says one night after another Senators' drubbing, "is a long ball hitter. I'd give my soul for one."

No sooner said than done. Walston, a dapper, modern Mephistopheles, who also hates the Yankees, bargains to make Hunter the hero who will lead his beloved Senators to victory over the Yankees, his soul to be the price. Hunter takes him up, with only enough misgivings to insist upon an escape clause that will permit him to return to his present status if he so chooses at the end of the season.

STARTED ON HIS CAREER as a husky, 22-year-old diamond star, Hunter yearns for his faithful, middle-aged wife and returns to their home, unrecognized, as a roomer. Annoyed, Walston summons Miss Verdon, who had been the ugliest woman in colonial Providence, R. I., until she sold her soul to him in exchange for seductive physical beauty. She fails to make Hunter forget his wife and, in trying, falls in love with him. At the end of the baseball season she tries to prevent Walston from attending the final game between the Senators and Yankees, on which the pennant hinges, so that he cannot interfere with Hunter. But the Devil reaches the park on the final play of the game and returns Hunter to his middle-aged state. Hunter makes the winning play, regardless, and resisting new temptations, exercises his escape clause and returns to his wife.

The by now familar songs from the stage play, notably "Lola Gets What Lola Wants" by Richard Adler and Jerry Ross, and some striking choreography by Bob Fosse, are items worth emphasizing in selling this fine attraction. Now that another pennant-clinching and World Series season is at hand with the damn Yankees once more involved, the picture even has topical exploitation values, in addition to its many others.

The supporting cast is strong throughout, with Robert Shafer as the middle-aged Senators fan whose baseball fanaticism starts things perking; Shannon Bolin as his devoted and long suffering wife; Rae Allen as the enterprising girl sports reporter; Jean Stapleton and Elizabeth Howell as friends from Hannibal, Mo., and Russ Brown, Nathaniel Frey and Jimmie Komack in baseball roles.

Abbott and Donen directed and Abbott wrote the screen play, based on his and Douglass Wallop's stage play of the same title and on Wallop's novel, "The Year the Yankees Lost the Pennant."

Running time, 110 minutes. Adult classification. Release, Sept. 26.

SHERWIN KANE

Ricketson Attacks

(*Continued from page* 1)

H. Ricketson, Jr., charged today. The National Theatres vice-president in charge of theatre operations speaking before FWC Theatres Southern California division executives at the wind-up of a three-day conference, urged distributors to look into the increased number of drive-ins with dollar-a-car policies, who are passing an unfair burden on indoor exhibitors charging each patron for a theatre seat.

"Such drive-ins," Ricketson said, "depend almost entirely on their concession sales for profits; and instead of selling motion pictures are selling hot dogs and pizza pies.

Ricketson also attacked present day-and-date saturation booking declaring multiple theatre runs must be abolished

Change 'Yankees' Date

Warner Bros.' "Damn Yankees" will open on Friday, Sept. 26, at the Roxy Theatre here instead of two days earlier, as announced previously. The delay is due to extra time needed for refurbishing the theatre.

UA Schedule

(*Continued from page* 1)

of which were completed or being processed and the remaining six were before the cameras. He also announced that eight other quality features were among those being filmed or edited for release in 1959.

The UA vice-president further revealed that within the next two months eight additional blockbusters will start rolling in studios and on location here and overseas. These, too, have been earmarked for 1959 distribution, he said.

Youngstein described the company's strong production position as the most favorable in its history and disclosed that with the completion of negotiations now in progress, UA expects to have distribution arrangements with 70 production organizations by the end of the year.

Today's agenda also featured talks by Fred Goldberg, executive assistant to Roger H. Lewis, national director of advertising, publicity and exploitation; Mort Nathanson, publicity manager; Joseph Gould, advertising manager; Mori Krushen, exploitation manager; Maurice Segal, coordinator of West Coast publicity, and Samuel Cohen, foreign publicity manager.

End Isolationism

(*Continued from page* 1)

forces to Hollywood to meet with individual producers on sales campaigns and merchandising problems.

Addressing field representatives attending the UA meeting in the Ambassador, Wilson called on all members of the Screen Producers Guild to prepare themselves for involvement and participation in every element of film making, not only production, but distribution and sales.

"The 3,000 miles separating studios from home offices have led in past to dangerous isolationism, which is more out of place now than it ever was," he told assemblage.

Para. Sues Holden

HOLLYWOOD, Sept. 10. – Paramount today filed an amended complaint in Federal Court, accusing William Holden of being in default of contract, naming him, the Mirisch Company and United Artists. Paramount asked the Court to clarify its rights under the contract, and to enjoin Holden, Mirisch and UA from violating their contract.

Autometric Elects 3

Autometric Corp., a subsidiary of Paramount Pictures, yesterday announced the election of three key executives to new vice-presidential posts. Autometric is a research and development firm working in the fields of electronics, data reduction and reconnaissance analysis. Robert Dressler was named executive vice-president; Albert Chesnes, vice-president, operations; and Dr. Ulrich K. Heidelauf, vice-president, systems planning.

DON'T LET THIS BI

THE CAMP ON BLOOD ISLAND is a proved winner...a "sleeper" that's waking up box-offices coast-to-coast!

FACTS!

"**BLOOD**" bigger than "20,000,000 Miles to Earth" at Pilgrim, Boston; Opera House, Newport, R.I.; Paramount, Salem; Center, Brockton; Plymouth, Worcester; Capitol, Lynn; RKO Keith, Lowell; RKO Albee, Providence; Fitchburg, Fitchburg; Empire, Portland, Me.; E. M. Loew, Hartford! Bigger than "Earth vs. the Flying Saucers" at Leland, Albany! "BLOOD" sensational in Kansas City Drive-Ins! **HOLDOVER** first-run at Paramount, San Francisco! **SOLID** right across Cincinnati territory in hard-tops and Drive-Ins! **SOCK SATURATIONS** in Los Angeles, Denver, Salt Lake City, Chicago, Indianapolis and Minneapolis areas!

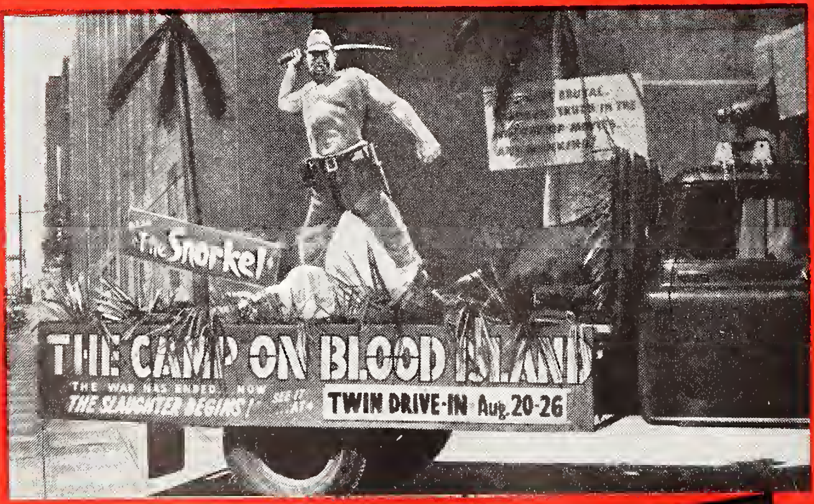
FACTS!

Mobile truck ballyhoo-float highlights tremendous saturation pre-selling, including **SOCK RADIO** and **TV** campaigns and terrific gimmicks! Theatre Managers in big cities and small rave about the Mobile Unit!

"Give us more!"
Ben Geary, Athena,
Athens, Ohio

ruck display was an eye-stop-
r for the people of Columbus,
hio! Newspapers and radio ac-
rded stunt effective coverage!"
Donald Haaten, RKO Grand, Columbus

"Will help bring back show business! It's a real good plug!"
Robert Cannan, Auditorium,
Newark, Ohio



"Float very effective!"
Kenneth Neal, Russell,
Maysville, Ky.

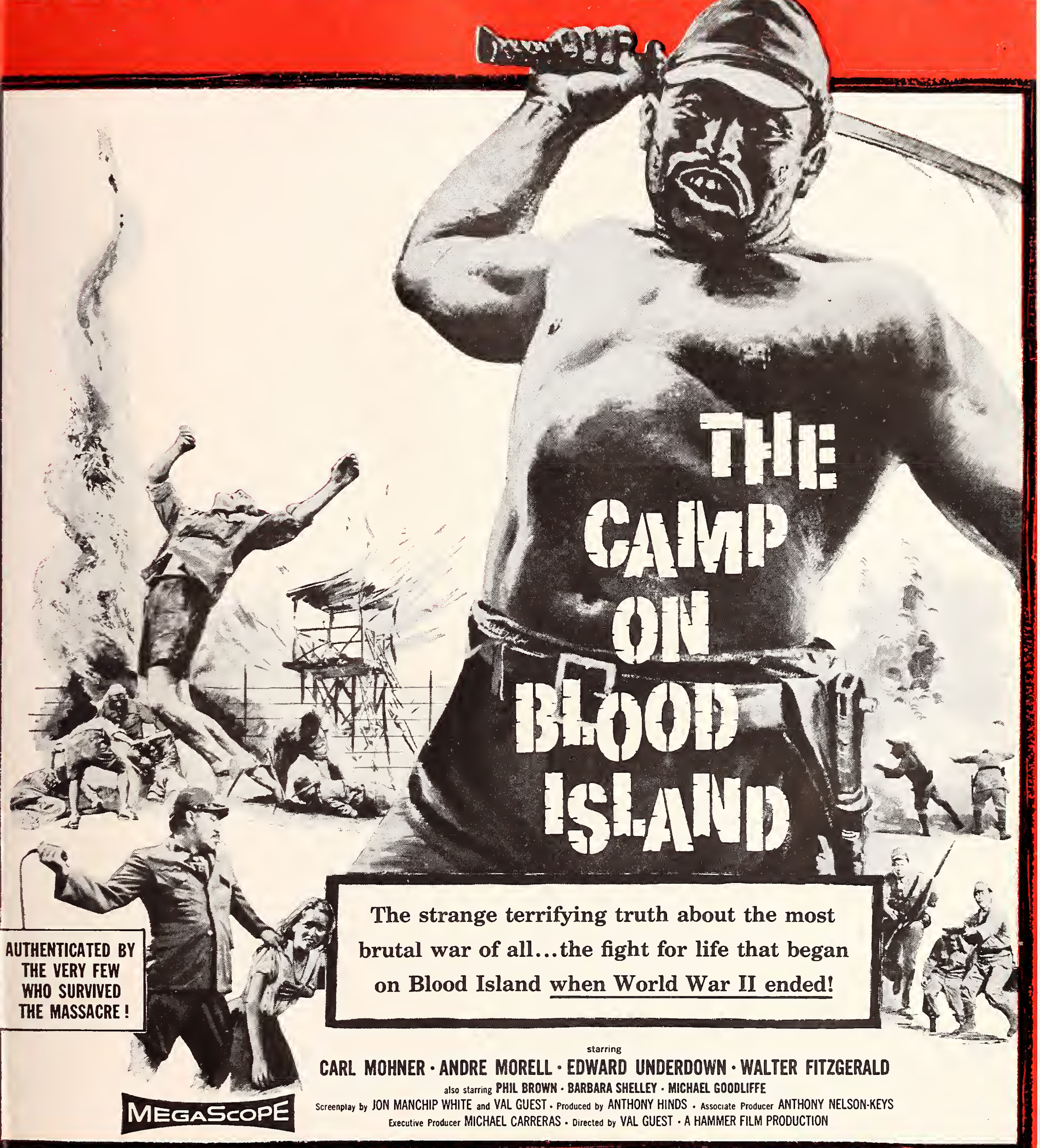
"Worth the effort and expense
Will justify its purpose at box-
office!"
Bob Oda, Markay,
Jackson, Ohio

"Mobile unit display great, wo
derful! Will definitely increa
box-office!" Frank King, Liberty Theat
Zanesville, Oh

...NOW IT'S A FACT!

"BLOOD" BOOKED LONG HALF LOEW'S CIRCUIT, NEW YORK CITY!

ONE GET AWAY!..



THE CAMP ON BLOOD ISLAND

The strange terrifying truth about the most brutal war of all...the fight for life that began on Blood Island when World War II ended!

AUTHENTICATED BY THE VERY FEW WHO SURVIVED THE MASSACRE!

MEGASCOPE

starring

CARL MOHNER · ANDRE MORELL · EDWARD UNDERDOWN · WALTER FITZGERALD

also starring PHIL BROWN · BARBARA SHELLEY · MICHAEL GOODLIFFE

Screenplay by JON MANCHIP WHITE and VAL GUEST · Produced by ANTHONY HINDS · Associate Producer ANTHONY NELSON-KEYS

Executive Producer MICHAEL CARRERAS · Directed by VAL GUEST · A HAMMER FILM PRODUCTION

YOU'VE GOT THE FACTS NOW GET THE PICTURE

FROM *Columbia!*

REVIEW:

Wolf Dog

Regal-20th-Fox

HARTFORD, Sept. 10

Producer-director Sam Newfield and principal player Jim Davis, most recently teamed in Regal's "Flaming Frontier," filmed on Canadian locations, went north anew for this melodrama highlighted by American-Canadian casting and presence of Prince, the German Shepherd dog in title role. (Exploitation sidebar: He is a great-great-great grandson of silent screendom's Rin Tin Tin).

Ex-Marine Davis, paroled from prison (he was sent up on manslaughter charges) settles down on a Canadian ranch with wife Allison Hayes and son (12-year-old Tony Brown). Fellow rancher Austin Willis, in an obvious bid for expansion, threatens to take the Davis land away when newcomer refuses to sell. Revengeful, Willis instigates a fatal fight between his dog and young Brown's puppy. Little boy, grieving over latter's death, finds a wild puppy, half wolf, and Davis grudgingly permits him to raise the animal.

Two paroled convicts (Don Garrard and Juan Root) accost Davis while he's shipping his cattle to market; they force him to provide hiding quarters. Young Brown takes his dog to town and Willis' dog is soon in the midst of another to-the-death struggle, upshot of which finds the Willis possession expiring.

Willis, accompanied by Marshal's posse, rides posthaste to the Davis ranch and a gunbattle breaks out. The little boy gets rewarded after the convicts are killed off.

Running time, 61 minutes. General classification. Release, not set.

A. M. W.

Snowfire

AA—McGowan Prods.

HARTFORD, Sept. 10

Love of a little girl for a mighty stallion, premise for lo! these many profit-happy years of major and minor studio presentations, is put to good use anew in this McGowan Productions film, released under the enterprising Allied Artists banner. Color is by Eastman and admirable care has been accorded in the editing department.

Filmed on Bryce Canyon, Utah, locations—permitting some handsome footage indeed—the relatively simple script by producer-director team Dorrell McGowan and Stuart McGowan (Molly McGowan), who insists ensue after a winsome little girl (Molly McGowan), who insists that she can "talk" to a wild white stallion (Snowfire), hides him so no one can catch him. Neighboring ranchers, including the girl's father, Don Mcgowan, want to catch the animal and break him for domestic use.

The little girl's persistence eventually brings peace and contentment again to the remote valley. A wild animal has soothed some ruffled human feelings.

Brydon Baker's camera work is something to write home about.

Exploitation angle, of course, is the child's love for a wild animal, and it is assumed that the family element will turn out in droves. Ten-year-old Molly McGowan is a looker.

Running time, 73 minutes. General audience classification. Release, May, 1959.

A. M. W.

Television Today

NBC Planning More Color

(Continued from page 1)

W. Sarnoff, chairman of the board.

"We have devised our schedule so that color programming will reach the greatest possible number of viewers at the most convenient hours," said Sarnoff. "There will be color every night and during weekday afternoons and a solid two and a half hours of it on Sunday evening alone."

In addition to the regularly scheduled color programs, NBC will colorcast a number of "specials," all World Series baseball games played in the park of the American League pennant-winner in early October, and four Saturday afternoon college football telecasts—Big Ten games, to be selected later, on Oct. 11 and Nov. 1, the Notre Dame-Iowa contest on Nov. 22 and the Oregon-Miami game to be seen in most of the country on Dec. 6.

The 14 regularly scheduled color programs on the network this Fall will afford at least one hour of color viewing every night of the week and one hour of color Monday through Friday afternoons.

'Maverick' Stars Will Tour for United Fund

James Garner and Jack Kelly, stars of the "Maverick" television series, will tour the country starting Monday, Sept. 29, to make personal appearances in behalf of the National United Fund Campaign. Garner will start from Hollywood and Kelly from New York, with both meeting in Chicago after two weeks.

Arrivals of the stars will be timed in each city to coincide with openings of local United Fund drives. Personal appearances are being planned at luncheons, dinners, meetings, parades and rallies now being set up by Fund chairmen in each city. The events will be called "Maverick Day in the U.S.A."

Guild Forms Subsidiary For Audio-Video Tape

Guild Films Co. announced yesterday formation of a new wholly-owned subsidiary to handle its audio-video tape operations from production through syndication. The subsidiary will be known as Synditape, Inc., according to John J. Cole, president of Guild.

The new firm will commence operations with 13 tape shows and long-term production deals with key tape producing stations, Cole said. While at present only 45 stations in 28 cities are equipped with Ampex recorders, Cole expressed belief installations will soon rise sharply. The Ampex recorder is a producing as well as projection mechanism, enabling stations to be producers as well as consumers, he pointed out.

Three New Orders, One Renewal for 'Paar'

Three new orders and one renewal, all totalling $580,000 in gross revenue, have been placed with the NBC-TV Network's "Today" program and "The Jack Paar Show" during the past week, it was announced by Jim Hergen, manager, Participating Program Sales, for NBC. The renewal was placed by the Evinrude Motors Division of the Outboard Marine Corporation.

Advertisers placing new orders are: The General Electric Company, for its Lamp Division; Keystone Camera Company, Inc., and Burlington Ribbon Mills.

Judge TV Scripts

HOLLYWOOD, Sept. 10.—Preliminary reading and judging is underway to select the "best 13" teleplays to inaugurate the projected half-hour film TV anthology show of the Writers Guild of America. Submitted were 330 shooting scripts, contributed by members of the East and West branches of the Guild.

Represent ATC

Tom J. Corradine & Associates has been named to represent Atlantic Television Corp. in the western states, Hawaii and Alaska, it was announced by David A. Bader, Atlantic vice-president, following his return here from Hollywood. Kyle Thomas heads the sales organization of the company under Tom Corradine, president.

Renovation Completed

Rosenblatt and Welt Theatres announce the completion of extensive renovation and refurbishing of their Lyceum Theatre, Bayonne, N. J.

To Promote 'Smellies'

Philip Wasserman, public relations firm here, will handle publicity and promotion for Weiss Screen Scent Corp. and its first motion picture employing the new "scent" process.

'Alice' Booked at Sutton

Rank Film Distributors' "A Town Like Alice" will have its New York premiere at the Sutton Theatre on Sunday, Sept. 21.

National Pre-Selling

DANNY KAYE, who has rom danced and sung his way the hearts of movie-goers through world, now is "clad in black and ingenuous dignity" in Colum "Me and the Colonel," accordin "Life's" Sept. 8 issue.

Uniquely in this film Danny p a straight role. His co-star and fe traveler is a Polish colonel. They running away from Hitler's Pa troops during the invasion of F The colonel is trying to live by Quixote's chivalrous rules in a br world, which makes for a good cor situation. We have never see Danny Kaye film we enjoyed mo

•

"Proverbially, there's nothing determined than a cat on a ho roof," is the lead sentence, in M-C table of contents page ad for on A Hot Tin Roof" appearing ir Sept. 6 issue of "The Saturday ning Post."

•

Joanne Woodward, that exc character actress, is interviewe Harrison Kinney in the Septe issue of "McCall's." Joanne "Something about Hollywood me saying the wrong thing. I told Crawford I was named after he the sticks of Georgia where I from she was called Jo Ann C ford."

Joanne Woodward's next fil "Rally Round the Flag Boys," in she co-stars with her husband, Newman.

•

"Life," in the Sept. 8 issue, l pictorial sequence of Brigitte B photographed on the French R during a rare vacation period. has spent most of her waking during the past few years m films. Her picture, "The Night H Fell," will open in New York d the fall. It is currently playing cities throughout the nation.

•

"South Sea Adventure," the rama film made in Hawaii, the Hebrides and Australia, receiv upbeat review in the September of "Seventeen." In this new Sta Warner release the carfree Polyn people are shown along with breathtaking scenes in the far re of the South Pacific.

•

Sidney Skolsky in the October of "Photoplay" said, "I believe o the most underrated movies of current season is 'Hot Spell.' Sl Booth, Shirley MacLaine, Tony Q and company set down some o truths of middle-class marriage out efforts to perfume it. If this r had been made in Italy, it wou regarded as a classic."

WALTER

All
the News
That
Is News

MOTION PICTURE DAILY

Concise
and
to the
Point

84, NO. 52 NEW YORK, U.S.A., FRIDAY, SEPTEMBER 12, 1958 TEN CENTS

ITORIAL

ited Artists' Plans

By Sherwin Kane

TAINLY the bold thinking, the mbitious planning that highghted the Los Angeles conven- of United Artists' promotion this week has much to do with onsistent advances registered by ompany under the present manent.

aracteristic of the company by that kind of thinking and planaas developed a morale throughae U. A. personnel that explain of the accomplishments and the ess that have distinguished it in years. It is a combination of ence, courage and know-how, ling at the top and permeating gh all levels of company opera-

•

npany plans for 1959, the Los es meeting was told by William man, domestic distribution chief, r 26 productions of the "block-" type, released in an even hroughout the year in accordwith the orderly distribution ences of the nation's leading ex-s.

ddition, other releases will keep mpany's schedule at a total of 48 features, close to the intops in both quality and quanplanning, and representing a 0,000 investment.

romotion budget of $9,500,000 een set to "sell" this program, U.A.'s ad-publicity-exploitation already at an all-time high, e augmented. These were the ges given the meeting by Max oungstein, vice-president, and Lewis, national director of adng-publicity-exploitation.

•

the coming year," Youngstein ne meeting, "we are going to ut all the stops to reach more ore of today's market. The job h of you is to create as much and excitement as possible."

n the kind of confidence and iasm that is bred at United Artis a safe bet the company's for more of the market will pulled up short by misgivings edgings, and that every release company's schedule will go to preceded by a full measure ise and excitement."

at U.A. sets out to do, seems to get done.

Special Section of 'Herald' Out Today Describes 20th-Fox Product, Merchandising

Motion Picture Herald, in the September 13 issue, out today, appears in two sections. The first is in the usual form, while the second, in over-size format, is devoted exclusively to the forthcoming product of 20th Century-Fox and the merchandising of those films.

Pictorially and in text are recorded highlights of the company's schedule for the next several months and the sales policies behind the selling. An editorial by Martin Quigley cites the contribution of Spyros P. Skouras, 20th-Fox president, in revitalizing the industry in time of need. Special articles cover promotional plans, under the supervision of Charles Einfeld, vice-president; the sales outlook as described by Alex Harrison, general sales manager; the foreign market; studio operations under Buddy Adler; and others.

Briton Explains FIDO To Hollywood Press

From THE DAILY Bureau

HOLLYWOOD, Sept. 11.—"FIDO and farthings" will be the two forces employed by England's Cinematograph Exhibitors Association to combat any threat by American companies to sell any of its stockpile of old fea-

(*Continued on page* 3)

Curley Suit Against Columbia Is Settled

Special to THE DAILY

BOSTON, Sept. 11. — The action brought by ex-governor James M. Curley against Columbia Pictures has been dismissed by agreement of the parties. The stipulation for dismissal

(*Continued on page* 3)

Out-Of-Town Theatres To Aid Palace 'Roots'

RKO Theatres will institute a "coast-to-coast" boxoffice next week for the world premiere engagement of Darryl F. Zanuck's "The Roots of Heaven." The program will enable theatre patrons from as far away as Seattle, Omaha and New Orleans to obtain tickets for the New York run of the picture at the RKO Palace Theatre.

Patrons who plan to visit New York will be able to give orders for the reserved seat, ten-shows-a-week engagement of "Roots," which begins Oct. 16, to their hometown theatres.

Sol Schwartz, president of RKO Theatres, said each of the theatres will feature lobby displays, a scene trailer

(*Continued on page* 3)

REVIEW:

Harry Black and the Tiger

20th-Fox—CinemaScope

In the course of the story of "Harry Black and the Tiger," the hero, an accomplished game hunter, is engaged in two major crises. The first concerns his efforts to track down and kill a man-eating tiger in the jungles of India which has destroyed a large number of the native populace. The second involves his romance with a married woman, the wife of a long-standing friend.

Thus "Harry Black and the Tiger" is about equally compounded of two plot elements of wide appeal—a dangerous adventure and a bittersweet love affair. It was filmed on location in India in CinemaScope and

(*Continued on page* 4)

לשנה טובה תכתבו

1958 —— 5719

Diversification

Hal Roach Studio Owner Buys MBS

Scranton Co. Acquires Net; Roach to Be Chairman

From THE DAILY Bureau

HOLLYWOOD, Sept. 11. — The Scranton Corp. which last summer acquired the Hal Roach Studios, has acquired the Mutual Broadcasting System. Hal Roach, Jr., retained as head of the studios bearing his name after Scranton purchased it, will become chairman of the board of Mutual. The purchase price was reported to be in excess of $2,000,000 in cash and stock.

H. J. Megargel, president of Scran-

(*Continued on page* 3)

Australia to Feel Full Television Impact in '59

The Australian theatre industry only now is beginning to feel the full impact of television competition, John Evans, executive vice-president of Greater Union Theatres, Sydney, who is a visitor in New York, reported yesterday. Evans said that while in America he will endeavor to learn how American exhibitors met and survived TV competition.

It was his observation in traveling

(*Continued on page* 3)

'Bridge' Passes Million Mark at Palace Here

Columbia's "The Bridge on the River Kwai" passed the $1,000,000 mark in net ticket sales after taxes in its engagement at the RKO Palace here

(*Continued on page* 3)

TRADEWISE
on page 2
Television Today
on page 5

PERSONAL MENTION

MAX E. YOUNGSTEIN, United Artists' vice-president; **MORT NATHANSON**, publicity manager; **DAVID V. PICKER**, executive assistant to Youngstein; **HERBERT L. GOLDEN**, president of United Artists Television; and **BRUCE EELLS**, executive vice-president of UA-TV, will arrive here today from Hollywood.

•

CHARLES LEVY, Buena Vista advertising-publicity director, returns to New York today from Atlanta and Charlotte.

•

ARTHUR HERZOG, JR., MOTION PICTURE DAILY's Detroit correspondent, is a New York visitor.

•

PHILIP GERARD, Universal Pictures' Eastern publicity manager, will leave here for Washington, D. C., next Tuesday.

•

FOSTER M. BLAKE, former Western sales manager for Universal Pictures, will leave here today for a week's trip to the West Coast.

•

HENRY CINSBERG is in New York on a several weeks visit, residing at the Lombardy.

•

JAMES WEINBERG, attorney for Allied Artists, is en route to New York from Stockholm.

•

SEYMOUR MORRIS, publicity director of Schine Theatres, has returned to Gloversville, N. Y., from Northampton, Mass.

•

ROY ROGERS arrives in West Springfield, Mass., this weekend to headline the annual Eastern States Exposition show.

•

PHIL WAXMAN, who will produce "The Gene Krupa Story," has arrived here from the West Coast.

•

LOVEL S. ELLIS, film editor at the Cinerama studio, Oyster Bay, L. I., and his wife, the former **JULIA JAMES**, are parents of a boy born Tuesday at the Glen Cove Hospital.

•

DANA WYNTER will arrive here on Monday from Hollywood and fly to London the next day.

•

CARL FOREMAN will be the guest of film critic **ARTHUR KNIGHT** on his radio show over WNYC at 4:30 P.M. tomorrow.

•

GENE PHELPS has purchased the Fayette Theatre, Sumner, Ia., from **VICTOR DAHL**.

TRADEWISE

By ONLOOKER

JOHN HARRIS' production of "Ice Capades of '59" is a wonderful example of entertainment for the whole family, and for all types of audiences. It achieves and exemplifies a show of as wide a range of appeal as one is likely to encounter anywhere. There is in it, truly, "something for everyone." Now nearing the end of its limited engagement at Madison Square Garden, after which it will go on tour, "Ice Capades of '59" has been sought by the State Department for an appearance in the Soviet Union next summer as part of the cultural exchange agreement entered into by this country and Russia. It is a great blending not only of superior skating talents but also of comedy, classical and popular music and opera, all beautifully costumed and lighted. Harris' fellow exhibitors couldn't be blamed for wishing that he'd try turning his production know-how to motion pictures.

AT HIS PRESS conference in New York early this week. Darryl F. Zanuck told of his production company's trek of more than 15,000 miles into the "infernal country" of French Equatorial Africa, with all its dangers and discomforts, in pursuit of authentic backgrounds for his "The Roots of Heaven." Zanuck's next production will be "Compulsion," the story of Chicago's sensational Loeb-Leopold kidnapping-murder case. Will the picture be made in Chicago? a reporter wanted to know. "No," replied Zanuck. "It will be made at the studio." The reporter, justifiably, looked puzzled. "Chicago's changed too much in the last 30 years," Zanuck explained. "The neighborhoods, the skyline, everything but the Stock Yards. The public would know it wasn't the Chicago of the Loeb-Leopold time. It will have to be made at the studio."

THE BUSINESS-BUILDING campaign reportedly has been brought closer to expiration by the latest urgent appeal to exhibitors for enough contributions to pay for exhibition's share of a radio promotion campaign only. If one can believe what's being told, not only has there been no response in the form of additional cash contributions to date, but there was instead a resultant circumscribing of the cash previously contributed. It seems, according to the reports, that the exhibitors who have contributed one-third of their pledges in cash, were asked for authorization by the b-b committee to use that cash for the radio program only, rather than for the entire b-b campaign as originally planned, and for which the contributions were first made. While many consented there were others who had sent in more than one-third of their pledges, some of them replied asking that everything over their one-third be placed in escrow. The effect of this would be to remove from cash-on-hand now, all such sums placed in escrow.

A REPORT that the FICO company, owned by eight top Columbia Pictures executives, was formed to acquire, and has been purchasing, the stock held by the heirs of the late Harry and Jack Cohn, is categorically denied by a member of the FICO group. "Nothing of the kind has even been thought of" he said. "Most of the purchases (some 30,400 shares) have been made in the open market."

TWO CURRENT releases of Rank Film Distributors of America, "A Night to Remember" and "A Tale of Two Cities," have been on home television earlier, one as a CBS television production, the other, the 1936 film production starring Ronald Colman and as an original TV production. . . . George Muchnic, who was assigned to fiscal and other special duties at the M-G-M Culver City studio late last year, has been returned to his former post as a vice-president of Loew's International at the home office.

Rogers' Chest Check In 18 Exchange Area

Chest check surveys of amuse
industry personnel being conducte
the Will Rogers Hospital have
completed or are being schedule
18 exchange areas to date. The
veys are made in cooperation
local health departments across
country.

In Oklahoma City 90 per ce
the industry employees were exam
in three days. Indianapolis set u
cations in 24 towns in Indiana
contacted all theatres within dr
distances of those situations, effe
a broad coverage of theatre p
on a state-wide basis.

The New York City survey
start Monday, Sept. 29, and run
through Thursday, Oct. 2. Lo
will be the North Ballroom o
Hotel Astor and time betwee
hours of 9:30 A.M. and 4:30 P.
Major companies, circuits an
lied industry firms are being i
to send their employees in grou
predetermined times for the X
for which no charge is made.

Farrow to London f Final Work on 'Jon

Special to THE DAILY

MADRID, Sept. 11. – With
scenes here and sea battle sce
Denia completed for "John
Jones," director John Farrow f
London this week for six we
editing, dubbing and scoring
picture, which Samuel Brons
producing for Warner Bros.
Max Steiner will join him there
the music score at the A.B.C. s

Still to be filmed is a seque
Paris and some scenes in Ameri
these will be shot later and inte
into the final editing. Producer
ston remains in Madrid to co
arrangements for his next pro
in Spain, but will join Farrow i
don later.

Postpone Opening

DOVER, N. J., Sept. 11.–T
Dover drive-in theatre in the
Shopping Center will have its
opening on Friday night, Sept.
stead of tomorrow night, it w
nounced by Walter Reade, Jr.
dent of Walter Reade Theatre

NEW YORK THEAT

RADIO CITY MUSIC HA
Rockefeller Center • CI 6-4600
REX HARRISON • KAY KEN
"THE RELUCTANT DEBUTA
JOHN SAXON • SANDRA D
AN AVON PRODUCTION FROM M-G
and GALA NEW STAGE SPECTAC

MOTION PICTURE DAILY. Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Floyd
Photo Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager, TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman,
Canby, Eastern Editors. Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; Telephone HOllywood 7-2145; Washington, J. A. Otten, National Press Clu
ington, D. C.; London Bureau, 4, Bear St. Leicester Square, W. 2. Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondent
principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, R
Center. New York 20, Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, V
dent and Treasury; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 time
as a section of Motion Picture Herald; Television Today, published daily as a part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fame. Entered a
class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign. Single cop

uys MBS

(*Continued from page* 1)

which manufactures fabrics for hold use, said the purchase was of the firm's diversification and nsion program.

exander R. Guterman of New president and chairman of the . Jacobs Co. will become president of the Mutual network and Gar- F. Culpepper will be executive president. Dr. Armand Hammer, ly Hills, now president of Mu- will remain on the board of tors and new directors will be ay D. Van Wagoner, Joseph Gor- nd Robert J. Eveleigh.

a press conference in the Hotel evelt here today Roach said the sition was an important step in company's plans to move into phases of the entertainment with a widely diversified pro-

Buying More Stations

announcement said that nego- ns are underway in top market for the network to acquire five and two UHF TV stations as as seven radio stations. These l be in addition to the present ffiliated radio stations.

Hammer, who joined Roach at ress conference, said the execu- taff formed in August 1957, when quired the network from General idio, will remain unchanged un- e merger. The network, he said eded in cancelling out a $700,- ss in the first seven months of gime to break even in next five s period, and a 38 per cent in- in advertising clients over 1957 chieved by summer's end.

on Explains FIDO

(*Continued from page* 1)

to television, Ernest J. Carpen- ecretary to one of the CEA es said today on his first visit llywood.

penter stressed the fact that —the Film Industry Defense ization—will operate not only to t the sale of films to television tish companies in England but ales by any distributor, includ- nerican companies, operating in d. It was approved this sum- y all elements of the British y.

ributors, through the Kinema- h Renters Society, have agreed make such sales and exhibitors greed to boycott any distributor iolates the agreement.

of-Town Aid

(*Continued from page* 1)

"The Roots of Heaven" and a boxoffice to handle advance tions. Patrons desiring tickets Palace attraction will fill out forms, which will in turn be y the New York showcase.

ddition, each RKO theatre in etropolitan area will run scenc , utilize lobby displays and ac- lvance reservations for the en- ent of "Roots."

Australia to Feel TV in 1959

(*Continued from page* 1)

from the West Coast to New York, Evans said, that American theatres have an appearance of prosperity, of being well maintained and, he added, he saw little evidence of theatre closings.

Greater Union operates 150 theatres of all types. To date, it has closed only two houses, which Evans described as "sub-marginal." Meanwhile, it has opened 23 drive-ins in the past two and one-half years.

If this seems to afford no basis for managerial worry, Evans explained that the feeling of the Australian theatre industry is that it hasn't yet felt the full effects of TV competition but may expect to do so during the coming year.

"The evidence of what television can do already is at hand," he said. "In situations where there is no television, theatre attendance remains at a high level, but in the metropolitan centers—Sydney and Brisbane—where it is well established, there has been a substantial decline in attendance already. However, on the whole, theatre business in Australia has been good, but became spotty of late. If there is no upturn with the beginning of the current spring season, we face the prospect of closing more theatres," he continued.

Evans said that on the whole, despite the present uncertainties about their industry in transition, he and his fellow exhibitors are confident of the future. He pointed out that theatre operation is controlled by the state in huge areas with the result that no new theatres can be opened in Tasmania, New South Wales and Queensland without being licensed, thus virtually eliminating the possibility of overseating developing in the most populous regions.

Another plus factor, he pointed out, is the almost unlimited possibilities for expansion which Australia affords, With its presently sound economy and growth opportunities, the future for theatres should remain healthy, he believes.

Australian exhibitors have felt no product shortage yet, Evans reported, but the possibility that a shortage might develop is being taken into account. On the other hand, he noted that some of the special releases are commanding longer playing time and there is a growing acceptance of some foreign, or Continental, product, particularly in specialized theatres.

American theatrical feature films have not flooded Australian TV yet, Evans said, but the commercial, as distinguished from the government, stations use a huge amount of American-made television films.

Australian exhibitors, naturally, are opposed to sales of post-1948 film libraries to TV, he said, and have so informed distributors. He said the exhibitors told the companies, "We want to support you and we expect the same in return."

Evans will leave here for the Coast tomorrow for a visit of several weeks and will return to New York before leaving for Sydney. While here he is the guest of Capt. Harold Auten, American representative for Greater Union Theatres.

22 Pallbearers for Rubin Services Today

Twenty-two honorary pallbearers will attend funeral services here today for J. Robert Rubin, retired industry veteran, who died Wednesday. Services for the former vice-president and general counsel of Loew's-M-G-M will be at 3 P.M. at Frank E. Campbell Funeral Parlor, Madison Ave. and 81st St.

Pallbearers include Gus Eyssel, Grover Whalen, Bosley Crowther, Judge John B. Johnston, Joseph R. Vogel, Nicholas M. Schenck, Joseph Ridder, Philip Cortney, Robert Perkins, Edward J. Noble, Charles Steen, Silas Seadler, Samuel D. Cohen, Vinton Freedley, Dr. Everett R. Clinchy, Gen. William J. Donovan, George Leisure, C. Frank Reavis, Howard Strickling, Ned C. Depinet, Donald C. Power, and Frederick Ecker.

T-L Acquires Four

Acquisition of four feature films from Jack Ellis for release in the Chicago territory by Trans-Lux Distributing Corp., was announced by Richard P. Brandt, Trans-Lux president. The pictures are "The Sorceress," "The Temptress," "Fruits of Summer" and "It Happened in the Park."

Settle Curley Suit

(*Continued from page* 1)

was filed in Federal Court here late this afternoon.

It is assumed that some kind of settlement was reached between Curley and Columbia in order that the film company can go ahead with plans to release the film "The Last Hurrah." Curley had asked the court for an injunction to withhold the public showing of the film on the grounds that the central character was based on his own life and that the film would be defamatory to his reputation.

No disclosure was made as to the amount of money involved in the settlement, if any.

'Bridge' Passes Million

(*Continued from page* 1)

yesterday. Coming at the beginning of the 39th week of the run of the film, the millionth dollar sale was the first in its history for the showcase. Previous high was the $800,000 garnered by the Judy Garland personal appearance show in 1951-52.

In line to purchase the tickets that would have raised the sales level over the magic figure were Mr. and Mrs. James Garrett of Long Island. Instead they were greeted by box office treasurer Dan Melnick, who presented them with free tickets, with the compliments of RKO and Columbia.

PEOPLE

James Frew, formerly southeastern division manager for Universal, will open an office in Atlanta for Continental Distributing.

☐

Albert Dezel, who operates art theatres in South Bend, Detroit, Saginaw, Mich., and Indianapolis, has taken over the lease of the World Playhouse, an art theatre in Sugar House, suburb of Salt Lake City. **Irving Gilman**, the previous operator, has moved to California. **Dale Edmonds** will manage for Dezel.

☐

James Lawrence Fly, Jr. has been named an account executive in the sales department of National Telefilm Associates' broadcasting properties. He will make his headquarters in New York and represent WNTA-TV and WNTA AM and FM, the NTA stations in this area, and KMSP-TV, the company station in Minneapolis—St. Paul.

☐

Thomas E. LaVezzi, president of Theatre Equipment and Supply Manufacturers Assn. and his brother **Bob**, both of LaVezzi Machine Works, Chicago, will entertain convention delegates of TESMA and the Theatre Equipment Dealers Assn. at the Chez Paree, Chicago, Monday, Oct. 13. The occasion will mark the company's 50th anniversary and will be the culmination of a series of social events for the concurrent conventions of TESMA and TEDA at the Morrison Hotel in Chicago Oct. 11-13.

Reduce Sunday Prices To Fight Films on TV

Special to THE DAILY

BOSTON, Sept. 11. – In an effort to combat the strong promotion that two television stations are giving their "Sunday Movies at 1," Edward Canter, treasurer of American Theatres Corp., is trying out a new policy of reducing admissions at two of the circuit's better-class neighborhood houses, the Embassy in Waltham and the Village in Hancock Village.

Heretofore admissions were listed at 35 cents for children and 75 cents for adults. Now, from opening at 1 P.M. until 3 P.M. on Sundays only, all admissions will be at 35 cents.

The first Sunday of the new policy was Sept. 7 when Channel 4 had announced "Going My Way" and Channel 7 put on "Command Decision." Huge double page ads in the local papers were taken, announcing the Bing Crosby film and both stations gave their films the full promotional treatment.

Canter admitted it is too early to tell if the reduction in admissions is successful, as both his theatres were in their fifth day of "The Vikings" which was bought on a 7-day basis. The entire ATC staff, however, is watching closely next Sunday's early admissions when both theatres will open with new programs.

Teamwork Is Essential to Film Selling

Problems of distribution, theatre showing and actual production are so "complex and overlapping" that it is not only difficult to separate them "but unwise," Charles Schnee, independent producer who distributes through Columbia Pictures, states in an article in this week's Motion Picture Herald, out today.

All members of the industry should "join the team," Schnee says, for teamwork "sells motion pictures to the movie-going public and even to supposedly 'lost' audiences."

In that respect the producer compliments the Herald for its new editorial policy of placing primary emphasis on product, product merchandising and product presentation in theatres. This policy, Schnee points out, will help to keep the "teamwork" concept constantly in the minds of all concerned.

Everyone Must Cooperate

The producer declares in the article that his own job "is to turn out pictures with strong dramatic appeal and box office 'pull'." But, he adds, "my job won't pay off at the box office unless everybody cooperates in selling the finished product to the public."

Several pitfalls that each segment of the industry sometimes falls into are pointed out by Schnee. "Exhibitors confronted with periodic box office slumps are too prone to blame their plight on inferior pictures, rather than on their own lack of salesmanship and sheer, old-fashioned showmanship!" he states.

On the other hand, the producer "bemused by his own 'infallibility' after some notable success, may bull a pet project into production past all protests of theatre-wise exhibitors and financial backers. The writer and director, too, may reap disaster if they lose perspective on the necessity of teamwork.

Unbalanced Booking Harmful

Schnee then goes on to say: "The practice of unbalanced booking can be as injurious to the theatre owner, and in the long-range view to the studio or independent producer, as it is immediately profitable to the distributor. In the end it harms any film sales agency fully as much as anyone. When the consumer is faced with a double feature package of horror film and Walt Disney, he's apt to rebel from both ends of the family audience trade. And no patron will docilely sit still for a weak 'B' picture, being tied, like the tail on a kite, to a strong top-billed main attraction. Both features suffer.

"In the last analysis, a vigorous box office is dependent on entertaining pictures, skillful and imaginative exploitation, moderately realistic sales approach, and up-and-at-'em showmanship on the part of exhibitors. Any one is futile without the others!

"Even the designation of indcpendent producer, such as I myself lay claim to, is rendered meaningless except within the frame of industry reference. My films are produced currently for release by Columbia Studios. Without such a sound, influential cushioning, I would overnight be reduced to professional (and financial) insolvency.

Harry Black and the Tiger

(CONTINUED FROM PAGE 1)

color by De Luxe. Stewart Granger is the only star in a cast which does uniformly good work. Audiences are certain to enjoy themselves.

Catching a tiger with the cunning of the one in this story is a hazardous business, and the hero goes through several abortive attempts. The first makes for an especially exciting episode that director Hugo Fregonese has skillfully built up with a mass of detail. Hundreds of natives plow through the jungle, some riding on elephants, others beating drums, seeking to drive the beast into a trap the lead hunter has set. The tension mounts gradually, reaching its climax when the tiger, frightened by gun fire exploded prematurely, jumps on the hero and badly mauls him before he escapes.

There is plenty of excitement also in a later episode in which a small boy is trapped in a tree by the tiger, which again escapes when the hunter arrives. But the high point of the thrills comes at the end when the beast and the man who has hunted him so relentlessly encounter each other in a darkened cave. This time the tiger is destroyed.

Meanwhile, in between these events, Sydney Boehm, the scriptwriter (working from a novel by David Walker), has developed the love story between the hero and the wife of his friend, an operator of a tea plantation. These three people have known each other in the past, the men having been in a German prison camp together during World War II. The wife has more than one reason to feel that her husband is "less of a man" than the stalwart hunter to whom she has become attracted. But she elects to remain with her spouse at the end.

Working out of this romance is along conventional lines. On occasion, however, it acquires strong emotional appeal, primarily due to the fine acting of Barbara Rush as the wife. Heretofore not especially noted for any outstanding thespian ability, Miss Rush comes through with a sensitive and winning performance. Granger is also good as the hunter, and Anthony Steel does well as the lady's husband. I. S. Johar is colorful and amusing as a native guide working under Granger, and Kamala Devi is most attractive as a native nurse who attends the hero when he is wounded.

John Brabourne produced this picture, which is a thoroughly professional job in all technical departments.

Running time, 107 minutes. General classification. Release, in September.

Richard Gertner

Milgram Booking Sues Tri-State on Circular

Special to THE DAILY

PHILADELPHIA, Sept. 11.—A "complaint in trespass" was filed here yesterday by Milgram Booking Service, film buying and booking outfit, against Tri - State Theatre Service, which is engaged in the same business.

Plaintiff charges defendants sent out a circular in August, 1958, to customers of Milgram Booking "with intent to harm and interfere with the business" of the plaintiff by seeking to induce "a breach or cancellation of oral and written contracts existing between the plaintiff and each of its customers." Damages in the amount of $50,000 are sought.

20th-Fox Will Continue British Production

From THE DAILY Bureau

LONDON, Sept. 9 (By Air Mail).—On the eve of his departure for Paris, president Spyros P. Skouras, confirmed to newsmen that 20th Century-Fox would continue British production on a permanent basis. He plans five or six big pictures here every year "on the Hollywood scale."

He announced two titles for early production in Britain. "South by Java Head," directed by Sir Carol Reed, and a film of the sinking of the German battleship Bismarck. Earlier Skouras forecast that production of the smaller picture was likely to be discontinued, particularly in Britain.

Skouras is scheduled to return here again on Sept. 25.

S.O.S. Plans Exhibit

S.O.S. Cinema Supply Corp. is planning the largest equipment exhibit it has ever presented for the 84th semi-annual convention of the Society of Motion Picture and Television Engineers in Detroit the week of Oct. 20, it was announced here by J. A. Tanney, S.O.S. president. Many new devices will be shown for the first time.

. . . NEWS ROUNDUP

Continue Newsreel Plan

Universal - International New plans to continue its experimental of including footage of 25 years in recent issues of the newsreel tieing this footage in with pr day events. Favorable exhibito action is reported to the idea.

■

Handle Catholic Library

Association Films, Inc., has appointed exclusive nationwide tributor of the 16mm motion p library of the National Counc Catholic Men. The library consi almost 100 subjects, the majori which are kinescope recordings NBC-TV program, "The Ca Hour," produced in cooperation the National Council.

■

Sponsor 'Pather' Bow

The Asia Society, headed by D. Rockefeller III, will sponsc premiere of "Pather Panchali," film, on Monday evening, Sept. the Fifth Avenue Cinema, it nounced by Paul Sherbert, exe director of the society, and Perry, general manager of Ru Becker Theatres.

■

SMPTE Naval Tour To

Two hundred members of the York Section of the Society of Picture and Television Enginee be guests of the U. S. Navy Training Device Center, Port ington, L. I., today. A complet of the Center's facilities will be

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UA Sales Meet Slate In Panama Sept. 16

United Artists' representati Central and South America will a sales conference in Panama s Sept. 16. Also attending will b old M. Picker, vice-president in of foreign distribution, and Katz, foreign division manage UA representatives from Tri Venezuela, Colombia, Peru, Chi Panama.

Following the conclave in P Picker and Katz will fly to Aires, Montevideo, Sao Paulo a de Janeiro for conferences in e those cities.

Postpone Remodeli Of State to January

Plans for remodeling Loew' Theatre here, originally schedu begin this month, have been pos until the first of the year, learned yesterday. The circuit to reduce the capactiy of the in addition to other refur throughout.

nual Wompi Meeting ins in Denver Today

Special to THE DAILY

NVER, Sept. 11. – With a hun- delegates and visitors expected, nnual convention of the Women e Motion Picture Industry gets way tomorrow with an officers oard meeting from 10-12 A.M., business session at 3 P.M. Reg- on will take place tomorrow.

open house will be held in the rancis Drake suite at the Cos- litan hotel, where the convention neet. Mayor Will F. Nicholson velcome the convention. At 5:30 row busses will take the dele- to Evergreen in the mountains, a buffett supper will be served.

Saturday breakfast will be at followed by a business session with lunch in the Century room. ction of officers will be on Sat- , followed in the evening with nquet, at which the principal er will be Judge Philip B. Gil- judge of the juvenile court, Den- nnouncement of winners in the ity and other contests will be at this time.

Denver chapter will stage the y breakfast, followed by morn- nd afternoon business sessions, he picking of the 1959 conven- ty to be made at that time. At fternoon session the delegates iscuss various ways of raising and talk over plans for chari- ey support. They are expected ange to support a room in the Rogers Hospital. The meeting ind up on Sunday.

Lois Evans, Memphis, inter- al president, will preside at the s.

ults of ATP Stock r Ready Sept. 22

From THE DAILY Bureau

DON, Sept. 9 (By Air Mail)— nnouncement as to whether olders of Associated Talking s, which own Sir Michael Bal- Ealing Films, have accepted the ted British Picture Corpora- fer to acquire the whole of the share capital of ATP is ex- on or before Sept. 22.

offer is 30 shillings for each shilling ordinary share. ATP's capital is £81,719 ($229,812) hilling ordinary shares and the alue of the offer is therefore £490,000 ($1,372,000).

directors of ATP, who between old or control 171,201 shares re than 50 per cent of the is- apital), have already accepted er in respect of these holdings have strongly recommended lders to accept also.

e takeover bid goes through, will gain a substantial produc- it as well as Ealing's library of s. ABPC, however, despite its tial interest in commercial tele- has pledged itself not to offer o TV. It is understood the backlog will go into "cold "

Big Promotions Set For 'Red' Pre-Release

M-G-M is planning comprehensive promotion and advertising campaigns for the four test engagements this month of "The Decks Ran Red," the Andrew and Virginia Stone production. The test engagements, set by general sales manager John P. Byrne, will be at the Arcadia, Philadelphia, Sept. 17; Loew's Broad, Columbus, 18; Loew's Orpheum, St. Louis, 19, and Loew's State, Memphis, 25.

Advertising will concentrate on newspapers and radio with television added in some cases. Promotion tieups have been made with Signet, the publishers of the paper-back book which Andrew Stone wrote from his own screenplay. Truck banners, rack displays and window tie-ups will add further impetus to the local campaigns. M-G-M fieldmen and the local exhibitors are also taking full advantage of cooperation from the Merchant Marine.

Breakfast Workshops Set for TOA Meeting

Four breakfast workshop sessions have been scheduled during the 11th annual convention of Theatre Owners of America next month because of a crowded meeting calendar. The convention will take place at the Americana Hotel in Miami Beach starting Tuesday, Oct. 21.

Sessions have been slated at 8:30 A.M. on four mornings for workshop discussions on the film buying market, building manpower, the equipment picture, and cutting overhead. Afternoon periods of the five-day convention, Tuesday through Thursday, are being kept clear so exhibitors can attend the trade show to be staged jointly by TOA and the National Association of Concessionaires in connection with the convention.

Key exhibitors and industry leaders will be recruited for the morning workshop panels.

Operational Changes For Three Theatres

Special to THE DAILY

PHILADELPHIA, Sept. 11—Operational changes in three houses in the territory were announced. The Seaside in Somers Point, N. J., summer resort, which served as the Gateway Playhouse for summer stage shows, will be operated during the winter months by the theatre company as a motion picture house. The film policy, starting at once, will call for operation four nights a week—Thursday through Sunday, evenings only. During the summer, stage shows will again be featured.

The Palace, Nicholson, Pa., has been purchased by Dominick Beaver, a business man in that community and new to the industry. He will relight the house and operate it as a motion picture theatre. In Millville, N. J., Siman Cherivitch, an auto dealer there, has taken over the Levoy from Eugene Mori, and will operate it as a motion picture theatre.

Television Today

NBC Unveils Plans For New TV Season

A closed-circuit preview of the fall programming of NBC-TV was presented for the press here yesterday at the Johnny Victor Theatre. Hosts were Robert W. Sarnoff, chairman of the board, and Robert E. Kintner, president.

The network's top entertainers were on hand for the one-hour colorcast outlining program plans for the coming season.

Keeley Smith Guest For 'Gobel' Premiere

Keeley Smith will be the initial guest star for the premiere colorcast of "The George Gobel Show" on Tuesday, Sept. 23 (8-9 P.M., EDT, alternate Tuesdays. Gobel, who begins his consecutive season on the NBC-TV Network, also will present a new singing group, "The Petites" —four sisters and a brother—on the kick-off show. They will be regulars on the series.

New to "The George Gobel Show" this year will be producer Bill Burch, director Norman Abbott and writers Norman Lear, Tom Koch, Danny Simon and Phil Green. The new musical director will be Frank DeVol.

'Mason' 2nd Season

"Perry Mason," mystery-adventure series, opens its second season on the CBS Television Network with "The Case of the Corresponding Corpse," Saturday, Sept. 20 (7:30-8:30 P.M., EDT).

Disney's 'Adventure Time' Bows Sept. 30

Walt Disney raises the curtain on his newest entry in television on Tuesday, Sept. 30, with the premiere of "Walt Disney's Adventure Time," a series to be aired Tuesdays and Thursdays in which Disney anticipates releasing in serial form a number of his productions not previously seen on television ABC-TV, 5:30-6 P.M., E.D.T.).

In this new series Disney will draw mainly upon a variety of outstanding multi-episode productions which he introduced in the past as portions of ABC-TV's "Mickey Mouse Club," which will be seen on Mondays, Wednesdays and Fridays in the 1958-59 season.

The first offering of "Walt Disney's Adventure Time" will be the 13 episodes of "Spin and Marty," a tale of the joys and tribulations of a group of boys vacationing on a western ranch. Teen-agers Tim Considine, as Spin, David Stollery, as Marty, and Annette Funicello, as Annette, are costarred.

TV Set Production Dropped for July

From THE DAILY Bureau

WASHINGTON, Sept. 11.—Television set production dropped sharply in July, the Electronics Industries Association reported.

It put July production at 274,999 sets, compared with 377,090 sets in June and 360,660 sets in July last year. Production for the first seven months of 1958 was estimated at 2,442,929 sets, sharply below the comparable 1957 total of 3,082,799 sets.

AIP Setting Up Own Foreign Distribution

From THE DAILY Bureau

HOLLYWOOD, Sept. 11. – American International Pictures has established its own foreign distribution department with headquarters at the home office here, it was announced by James H. Nicholson and Samuel Z. Arkoff, company heads. The move eliminates use of a New York agency for AIP sales abroad.

The company officials said further that the new set-up will provide them with funds for additional foreign co-production deals.

At the same time the AIP heads announced the appointment of Ben Rose in London as their Eastern hemisphere division manager. Nicholson will operate the foreign department for the time being, with central and South America being handled directly from Hollywood. The company will establish a foreign branch in New York and appoint a manager there shortly.

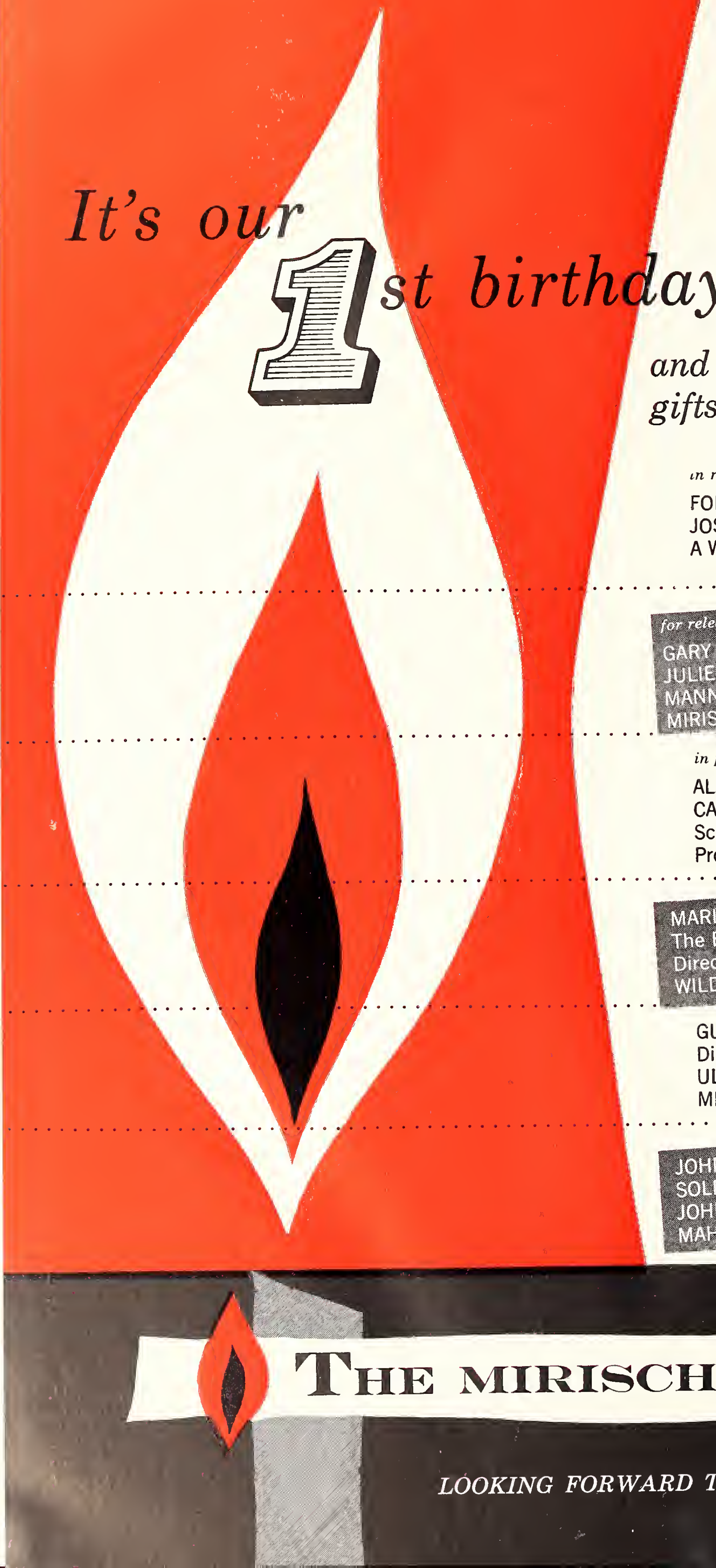
British Isles distribution will continue to be handled by Anglo Amalgamated Film Distributors, which also will handle physical service of AIP films on the Continent. Goffredo Bertolino of the AIP home office staff here has been promoted to foreign relations manager and will devote his time to liaison with producers and foreign film boards.

Adds Seven Theatres

The Island Theatre Circuit here has taken on buying and booking for seven new theatres. Additions include the Fox, Columbus, Ohio; World Playhouse, Salt Lake City; Cornet and Surf, Detroit; Cinema Art, Indianapolis; Avon Art, South Bend; and World Playhouse, Saginaw, Mich.

Reopen S. C. Theatre

TIMMONSVILLE, S. C., Sept. 11. —The State Theatre here has been reopened, ending a period of a year in which this town was without a theatre at all. Robert Kellis, who was associated with the house for 19 years, returns as manager.



It's our 1st birthday...

and we're happy to share our gifts with the industry!

in release

FORT MASSACRE starring JOEL McCREA • Directed b
JOSEPH NEWMAN • Screenplay by MARTIN GOLDSMIT
A WALTER M. MIRISCH Production

for release this fall

GARY COOPER as MAN OF THE WEST • Co-starring JULIE LONDON • LEE J. COBB • Directed by ANTHONY MANN • Screenplay by REGINALD ROSE • A WALTER M. MIRISCH Production

in production

ALAN LADD in MAN IN THE NET • Co-starring CAROLYN JONES • Directed by MICHAEL CURTIZ Screenplay by REGINALD ROSE • A MIRISCH-JAGUA
Production

MARILYN MONROE • TONY CURTIS • JACK LEMMON
The BILLY WILDER Production • SOME LIKE IT HOT
Directed by BILLY WILDER • Screenplay by BILLY WILDER and I. A. L. DIAMOND • An ASHTON Productio

GUNFIGHT AT DODGE CITY starring JOEL McCREA
Directed by JOSEPH NEWMAN • Screenplay by DANI
ULLMAN and MARTIN GOLDSMITH • A WALTER M. MIRISCH Production

JOHN WAYNE • WILLIAM HOLDEN in THE HORSE SOLDIERS • Directed by JOHN FORD • Screenplay by JOHN LEE MAHIN and MARTIN RACKIN • Produced by MAHIN-RACKIN • A MIRISCH-BATJAC Presentation

THE MIRISCH COMPANY

THRU UA

*LOOKING FORWARD TO MANY HAPPY RETURNS**

**BOXOFFICE, that is!*

All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

.. 84, NO. 53 NEW YORK, U.S.A., MONDAY, SEPTEMBER 15, 1958 TEN CENTS

mmittee Named

ove to Make . Y. Variety lub Foremost

)onnell Prods Industry ıders to Extend Aid

(Picture on Page 6)

committee charged with infus- new vitality into New York Va- Club Tent 35 was named by . O'Donnell, vice-president and ral manager of Interstate Thea- Texas, who presided at an all- stry luncheon at Toots Shor's res- ınt here on Friday, held to de- plans for strengthening the local

eading the committee are Harry dt, head of Brandt Theatres; Ned)epinet, industry counselor, and Meinhardt, chief barker of Tent Serving with them on the commit- are: Gen. John Reed Kilpatrick, s Shor, William German, Edward Iyman, Jerome Pickman, Robert

(*Continued on page 6*)

w Quarterly Promotes panese Films Here

rst issue has been received here new publication designed to pro- Japanese films in this country. ed the "UniJapan Film Quarterly," published in English by the As- tion for the Diffusion of Jauan- Films Abroad.

rganization was established, it is d, "under the patronage of the nese motion picture industry for purpose of promoting the exports apanese films and thereby con- iting toward the promotion of in-

(*Continued on page 4*)

ırbarian' Bows at ramount October 2

pening of 20th Century-Fox's "The barian and the Geisha" at the mount Theatre here will take place 2, the company announced at the kend. The affair will be a benefit the City College Fund.

iko Ando, who co-stars with John yne in the picture, and John Hus-

(*Continued on page 4*)

Ricketson Quits NT

From THE DAILY Bureau

HOLLYWOOD, Sept. 14. – Frank H. Ricketson, Jr., vice-president and general manager of theatre operations for National Theatres tendered his resignation Friday, effective Sept. 30.

A veteran of 39 years with the theatre circuit he first joined in Denver, Colorado, Ricketson said in a statement he was submitting his resignation "with a deep and sincere appreciation of loyalty which I have received from our 3,700 associates."

Reached later for comment on the move, Ricketson said the decision was

(*Continued on page 4*)

Activities for Ladies At TOA Meet Slated

The ladies committee for the Theatre Owners of America's 11th annual national convention at the Hotel Americana in Miami Beach, Fla., starting Oct. 21, and the program of women's events for the five-day meeting, were announced at the weekend by TOA.

Mrs. Sonny Shepherd of Miami Beach, wife of the Wometco Theatres executive, will again be chairman of the women's committee, with Mrs. Harry Botwick, wife of the Florida

(*Continued on page 4*)

Backed By Every Important Exhibitor

Talk Regional Buys Of Post-'48 Films

Four Companies Contacted Already; to Confer with Remainder in Few Weeks

A group which includes every one of the largest theatre owners in the country has discussed with at least four major producer-distributors a plan for the acquisition of exhibition rights to the quality productions included in each company's post-1948 film library.

In recent weeks the group has visited executives of Paramount, M-G-M, 20th Century-Fox and Universal to discuss the plan and to endeavor to obtain company reactions. In the weeks to come the group will endeavor to arrange conferences with the heads of the remaining national production-distribution companies and, perhaps, with several of the leading independent producers.

The exhibitor plan under discussion contemplates the extension of pledges by the participating theatres to produce territorial revenue equivalent to the sum required to outbid television for 10-year rights to the pictures. Presumably, if purchase terms for the desired post-'48 films could be agreed upon with their owners, the exhibitors would allocate the sum territorially and the participating exhibitors would be responsible for it.

The exhibitors, of course, would

(*Continued on page 4*)

Complete Petition for Ruling on Sunday Films

Special to THE DAILY

SPARTANBURG, S. C., Sept. 14.– In a petition completed late last week by attorneys for theatre owners of the Spartanburg area, to rule on movies.

Theatre executives, headed by Rob-

(*Continued on page 4*)

Strickling Leaves Here After Staff Meetings

Howard Strickling, M-G-M director of advertising and publicity has returned to the Coast after ten days of

(*Continued on page 4*)

UAA Makes Offer to Acquire Tenders From All Security Holders of AAP

United Artists Associated, Inc. has invited tenders from all security holders of Associated Artists Productions, it was jointly announced at the weekend by Eliot Hyman, president of AAP, and Robert S. Benjamin, chairman of the board of UAA.

UAA is the company incorporated in Delaware this year for the principal purpose of acquiring as much as possible of the capital stock of AAP and then acquiring the assets and properties and carrying on the film television business of AAP. The latter firm owns the pre-1950 Warner Bros. library and a number of "Popeye" cartoons, among other product.

The offer at the weekend involves a proposed payment in cash for each share of AAP stock of $11, plus an amount equal to 6 per cent per annum from July 1 this year until the closing date. Offer also includes a proposal for each warrant (for four shares of stock) of $7 per warrant and for each $1,000 6 per cent subordinated convertible sinking fund debenture of $1,188 plus an amount equal to 6 per cent of $1,188 from July 1, 1958, until the closing date.

Closing date specified in the invitation is Oct. 17, 1958, but provision is made under certain conditions for extensions.

AAP capital stock on Sept. 9 this year was traded on the American Stock Exchange at 10¾; the price of AAP debentures on the Toronto Stock Exchange ranged from 112½ to 114 (Canadian) and the price of AAP war-

(*Continued on page 2*)

TV Code Board Sets Meet; General Review

From THE DAILY Bureau

WASHINGTON, Sept. 14.–A subcommittee of the NAB Television Code Review Board will meet here tomorrow afternoon to plan for the next Code Board meeting to be held in San Francisco, Oct. 1-2.

Representatives of the Alliance of

(*Continued on page 5*)

Television Today Page 5

PERSONAL MENTION

MUNIO PODHORZER, president of Casino Film Exchange, Inc., has returned here after three weeks in Europe.

•

STANLEY SCHNEIDER, assistant secretary and assistant treasurer of Columbia Pictures, left here at the weekend for London via B.O.A.C.

•

IRVING WORMSER, president of Continental Distributing, Inc., is in Europe from New York to continue his survey of completed product and films in production in France and England.

•

MORRIS LEFKO, vice-president in charge of sales for the Michael Todd Co., is on a tour which will cover Chicago, Los Angeles and San Francisco.

•

TERRY TURNER, promotion executive, is on the coast from New York.

•

JOHN HUSTON, director of 20th-Fox's "The Barbarian and the Geisha" and "The Roots of Heaven," will arrive in New York next week to attend the local premieres of both films.

•

ORRY-KELLY, costume designer, has arrived in New York from Hollywood.

•

DIMITRI TIOMKIN, music composer and conductor, is due here from Hollywood to attend the world premiere of "The Old Man and the Sea," for which he wrote and composed the score.

•

CHARLIE LESTER, Southern district manager for National Screen Service, and **MRS. LESTER**, have returned to Atlanta from a vacation trip to Hawaii.

•

GENE KELLY left here at the weekend for London via B.O.A.C.

•

CARY GRANT, who is in Chicago for location filming of M-G-M's "North by Northwest," took time out at the weekend to make personal appearances on the stage of the United Artists Theatre there in connection with Warner Bros.' "Indiscreet," the theatre's current attraction in which he also stars.

•

STEWART GRANGER, star of 20th Century-Fox's "Harry Black and the Tiger," arrived in New York over the weekend to act as host for the special preview of the film Wednesday night for the Adventurer's Club at the Paramount Theatre here.

UAA Makes Offer for AAP

(*Continued from page 1*)

rants on the Toronto Exchange ranged from $6.34 to $6.40 (Canadian).

Sent out at the weekend to each registered holder of AAP was an invitation, a form of tender, and a comprehensive report setting forth all of the background and financial information regarding AAP and UAA. At the same time each security holder will receive proxies and notices of special meetings of AAP stockholders and debenture holders, at which appropriate action will be taken to authorize the acquisition of AAP by UAA.

Meeting Oct. 6

The debenture holders meeting has been scheduled for Monday, Oct. 6, at 10 A.M. at the Crown Trust Co. in Toronto and the stockholders meeting for Thursday, Oct. 16, at 4 P.M. at AAP offices in Wilmington, Del.

Invitation for tenders expires Oct. 16, 1958, the day before the closing date, unless extended. All security holders of AAP have been requested to tender their securities for sale by sending them to the two official depositories, the Corporation Trust Co, in Jersey City, and, in the case of Canadian residents, Crown Trust Co., Toronto.

United Artists Corp. has a management contract with UAA and an option to acquire all of its stock at a later date.

In the report sent to AAP holders at the weekend it is stated that the AAP assets will be acquired through financing under an amended and restated loan agreement dated as of Oct. 1, 1959 with Manufacturers Trust Co. (the "bank"). Chemical Corn Exchange Bank will participate in making the loan to the extent of 35 per cent of the total amount.

Manufacturers' Trust has indicated its willingness to lend AAP up to $26,500,000 (including a debt from AAP to the bank under an earlier loan agreement as amended) for the purpose of furnishing funds for the transactions described in the report, including the payments pursuant to UAA's invitation and under the agreement between UAA and AAP relating to UAA's acquisition of AAP's assets and the redemption of AAP debentures not converted.

Assumes Liability

UAA will assume AAP's liability to the bank for the bank loan pursuant to an agreement which will be executed between the bank and UAA on the closing date. The agreement imposes on UAA full liability for the bank loan, subjects UAA to certain restrictions and obligations, and requires UAA to give certain security documents confirming the lien granted by AAP. Upon UAA's assumption of liability for the bank loan AAP will be released from it.

Security and conditions for the bank loan include a lien on substantially all of AAP's property and an assignment of UAA's income from the exhibition of its motion pictures and related sources. The assigned income is to be collected by the bank and held in a collateral account.

Pledge Shares

The bank loan will also contain a number of conditions relating to pending litigation, effectuation of various transactions contemplated by the report, and the like, which must be satisfied before the bank is obligated to make the loan. Among these is the condition that UAA have by tenders or purchase acquired at least 75 per cent of the then outstanding AAP capital stock.

The bank loan also requires United Artists to execute a guaranty in favor of the bank securing the loan to the extent of $10,000,000, which will be increased to $14,000,000 if the holders of its debentures consent. It further requires that Robert S. Benjamin and Arthur B. Krim on behalf of the management stockholding group pledge to the Bank 130,000 shares of the Class B common stock of United Artists and that Herman Robbins pledge to the Bank 11 shares (100%) of the capital stock of UAA as additional security for the bank loan. It also obligates UAA and United Artists to enter into and maintain an agreement pursuant to which United Artists will advance to UAA, free from interest and subordinated to the bank loan, all money required for UAA's operating expenses. UAA, however, expects to borrow part of the money required for its operating expenses from Walter E. Heller & Co., Inc., rather than from United Artists. The bank loan also requires United Artists to lend to UAA all collections from its so-called TV residuals to be applied in further reduction of the bank loan.

It is further stated in the report that UAA anticipates tenders of AAP securities in an amount substantially greater than that required. In August this year UAA executed an agreement with Gotham Film Television Corp., a subsidiary of UA, pursuant to which Gotham agreed to sell to UAA at Gotham's cost basis 700,000 shares of AAP capital stock, which is about 41 per cent of the number now outstanding, plus warrants to purchase 137,352 shares of AAP capital stock. UAA intends to exercise these warrants shortly before the losing date.

In addition UAA expects, on the basis of negotiations made, to secure from brokers and dealers whose partners and customers own a substantial number of shares of AAP capital stock and of warrants and a majority of the AAP debentures, that a large centage of the securities owned such persons will be tendered to U

However, Eliot Hyman, who been elected president of UAA who owns 124,000 shares of AAP c tal stock, will not tender his stock because of the special tax p lems arising from the fact that h the only known holder of more 5 per cent of the AAP stock o than Gotham.

Four Arrested Here In Theft of 16mm Film

Arrests of four men in connecti with the theft and sale of over 1 16mm feature films from the U.S. Na Motion Picture Service here were a nounced at the weekend by H. G. Fo ter, special agent in charge of t New York office of the Federal Burea of Investigation.

The stolen films included "The E die Cantor Story," "Rear Window "Seven Brides for Seven Brothers "Carousel," and others. The 16m prints are leased to the Armed Forc by film companies for exclusive u of the government. Stolen films we valued at over $25,000.

Of the four men charged in the ca two were sailors assigned to the U Navy Motion Picture Service in t shipyard at Brooklyn. The other t are civilians accused of buying t the films from the sailors and "eit using them for their personal use reselling them."

Investigation by the F.B.I. follow preliminary investigations by Sargoy Stein, special counsel nationally the major distributing companies copyright matters involving una thorized uses of their copyrighted fil

NAB Sets 1959 Meet In Chicago March 15

Special to THE DAILY

CHICAGO, Sept. 14.—The Natio Association of Broadcasters will h its 1959 convention in Chicago Ma 15-19 at the Conrad Hilton Hotel was announced here following a me ing of the NAB board convent committee.

Now in circulation among memb of the organization is a list of possi agenda topics for the radio, televis and general sessions covering ev aspect of broadcasting station op tion and industry relationship w government and the public. Memb are being polled for their preferen and for additional suggestions.

Back S. F. Festival

The Motion Picture Association endorsed the San Francisco Inte tional Film Festival through a le sent to Irving Levine, executive rector of the event, by Eric Johns MPA president.

MOTION PICTURE DAILY. Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Floyd E. S Photo Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager, TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Vi Canby, Eastern Editors. Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; Telephone HOllywood 7-2145; Washington, J. A. Otten, National Press Club, W ington, D. C.; London Bureau, 4, Bear St. Leicester Square, W. 2. Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rocke Center. New York 20, Telephone CIrcle 7-3100. Cable address: "Quigpubco. New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-P dent and Treasury; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 times a as a section of Motion Picture Herald; Television Today, published daily as a part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fame. Entered as se class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign. Single copies,

WHAT CLICKS AT THE BOX OFFICE?

REALISM!

A scene from Carl Foreman's THE KEY, starring WILLIAM HOLDEN and SOPHIA LOREN. A Columbia release.

NATIONAL PROJECTOR CARBONS

TRADE-MARK

give your screen all the realism Hollywood puts on film!

"NATIONAL" CARBON ARC
brightest man-made light!

Realism means a picture — life-like in every detail. People come to your theater because only you can offer exciting photo-realism!

To help you bring out all the realism on film, "National" carbon arcs match the sun's color balance. Deep colors come alive. Wide screens show vivid detail. Outdoors, sharp images travel hundreds of feet. Indoors, "National" carbon picture-brightness allows comfortable house lighting.

These slower burning "National" Projector Carbons help cut operating costs: "Suprex" 7mm, 8mm and 9mm carbons — 10mm, 11mm and 13.6mm High Intensity Carbons.

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Regional Buys

(Continued from page 1)

endeavor to recoup the outlay through reissue of the films and guaranteed playing time for them.

The plan contemplates the acquisition of the top quality films only in each company's post-'48 library. Others, presumably, would be available for disposal to television.

A plan basically similar to this one was developed by Harry Brandt, president of Brandt Theatres, last spring and was reported in Motion Picture Daily on May 15. Brandt would neither confirm nor deny on Friday that the plan now under discussion is the same one.

Distributor spokesmen also declined comment on their reactions to the plan. A top executive of one of the companies visited by the representatives of the national exhibitor group was asked if the theatre owners have the cash needed to finance the deal, which could run into a figure in excess of $100,000,000.

"I don't imagine it would be an all-cash deal," he said.

Asked if the exhibitors proposed to pay for the films with receipts from their reissue, he said, "No comment."

Indications are that in territories in which exhibitors did not conclude deals for exhibition rights, the pictures would be available to local television stations. Attorneys for exhibitors reportedly have examined the proposal and have pronounced it sound from a legal standpoint.

Presumably, re-playing of the films acquired would reimburse exhibitors for initial cash outlays and might either return them a profit or provide a fund for acquisition of additional, later films in the same manner.

Producers-distributors are offered the inducements of higher revenues than could be obtained from television in participating territories, retention of ownership of the films and the reassurances that their new releases would not have to contend with competition on free television in the homes of the country.

Ricketson Quits

(Continued from page 1)

somewhat sudden, and that he would announce plans at a future date.

Elmer C. Rhoden, NT's president said in the joint statement it was "with deep regret" that he learned of Ricketson's resignation. Rhoden could not be reached for further comment, but a spokesman said no successor has been determined.

Ricketson has been prominently identified with business and civic life in Colorado where he resided before coming to Los Angeles in 1956.

Sell 'Roots' Tickets

Tickets are now on sale at the RKO Palace Theatre boxoffice here for Darryl F. Zanuck's production, "The Roots of Heaven," which premieres Oct. 15, in a charity opening for The Lighthouse. All seats are reserved for the 20th Century-Fox presentation which will be shown 10 times each week.

REVIEW:

The Gun Runners

Seven Arts—United Artists

CLARENCE GREENE HAS fitted a new script to the well known Hemingway novel about gun running to Cuban revolutionaries—still a contemporary subject. Audie Murphy is the star and director Don Siegel contains the action precisely and quite effectively to Murphy's small cruiser. Thus, the slow but cumulative tension erupts in a small area, and six men with guns and knives make quite an eruption. Murphy gives to his role as an impecunious, improvident, sincere and certainly naive, master of a Key West fishing party boat, his trademarks: a stubborn innocence, a taut acceptance of misfortune, a taciturn and firm character, an incommunicative bravery, and suddenly a tight-lipped whirl of violence and vengeance. Eddie Albert as the man to whom he is opposed, and whom he finally must fight, is his opposite in character: smiling, calculating, sophisticated, deadly.

Murphy loves his boat and his wife, Patricia Owens. He owes for gas, for drinks, even for his boat. He rejects loose women at bars, and even a loose woman of glamour, such as Albert's girl friend, a new face introduced here, Gita Hall. When Albert tricks him into running into Cuba, where he negotiates to deliver guns to rebels, and incidentally murders two men, Murphy rejects complicity. But he cannot reject more of it, nor Albert's money, when the man buys the notes on his boat, and forecloses. Murphy agrees to run Albert, his two gunmen, a Cuban knifeman, and the guns.

When the Cuban discovers the packing cases are dummies, he draws his knife, but Albert's men shoot him to death. When Murphy's drunken mate and good friend Everett Sloane dives overboard, the gangsters order Murphy to swing the boat around, so they can shoot the swimming man. Murphy swings the boat, hard, grabs a gun and shoots, straight. Three dead men, and one wounded Murphy, and Sloane climbs aboard and heads the boat home.

This satisfies as a thriller. It starts slowly, but grows rapidly. Daniel Mainwaring and Paul Monash apparently adhere to the Hemingway approach to dialogue: sparse, sometimes oblique, often meaningful, the sort rougher persons speak. It gives to Murphy and Miss Owens a tongue tied, believable, domesticity; to Albert a lusty, brash role he plays with finesse. To character actor Sloane falls a somewhat awkward part, a deplorable, senseless, whining "wino."

Running time, 83 minutes. General classification. Release, in September.

FLOYD STONE

Strickling Leaves

(Continued from page 1)

meetings with his staff here on promotions planned for upcoming product.

Special attention was focused on further openings of "Cat on a Hot Tin Roof" which has already been showing strong holdover power in its engagements to date. Special promotions were also set for four September test engagements of "The Decks Ran Red" with an M-G-M field man assigned to cover the openings.

Other upcoming product discussed included "Torpedo Run," "The Tunnel of Love," "Party Girl," "The Journey," and "tom thumb."

On long range projects Strickling and his staff discussed the continuing campaign on "Ben Hur" and the lineup of films now shooting, about to start, or just completed.

Re-Release 'Joy'

Universal-International announced at the weekend it is re-releasing "Bundle of Joy," starring Eddie Fisher and Debbie Reynolds. Picture is an RKO production acquired by U-I in its distribution deal with that company.

Activities for Ladies

(Continued from page 1)

States Theatres circuit executive, as her general assistant.

Other members of the committee are Mrs. George Hoover, Mrs. Franklin Maury, Mrs. Van Myers, Mrs. Howard Pettingill, Mrs. Roy Schechter, Mrs. Ethel Stern, Mrs. Al Weiss, and Mrs. Richard Wolfson.

The special ladies program, which will cover the daytime periods when the men are in convention business sessions, will include sightseeing trips, a fashion show and luncheon, and a boat trip around Miami. Headquarters for the women will be set in the TOA Cabana at the Americana Hotel and will open Tuesday morning, Oct. 21, coincidental with the opening of the exhibitor's workshop sessions in connection with the convention.

'Barbarian' Bows

(Continued from page 1)

ton, director, will head the many dignitaries expected to attend. The Japanese consulate office in New York and the Japanese delegation to the United Nations also will participate in the premiere festivities.

Final Petition

(Continued from page 1)

ert Talbert, city manager of the Car lina, State and Palmetto Theatre contend the state statute regulati activity on the Sabbath does not app to movies. They argue that the statu in question was enacted before movi came into existence.

This along with other contentio are included in the petition submitt to the court.

Attorney Smith says he believes t case will be argued before a judge doubts if it will ever get before a ju but on the other hand admitted doesn't know what the opposing si plans.

As previously reported in MOTI PICTURE DAILY, court action o whether or not movies can be sho in Spartanburg started more than t months ago.

Manager Bob Talbert opened t Carolina Theatre on Sunday, June but was promptly arrested and theatre closed. He was charged wit violation of State Law 64-1, refer to as the state "Blue Law." It p hibits amusements on Sunday.

Later, however, a magistrate's co jury here found Talbert not guilty violating the state's Blue Laws wh he opened the theatre.

Since that time T. C. Callison, st attorney-general has ruled that Sund films here are illegal. He also held t operation of fishing lakes in the cou was illegal business on Sunday alo with several other businesses wh operate in the Spartanburg area the Sabbath.

Attorneys for the Spartanburg a theatres told reporters that they co not speculate as to when a ruling their case might be forthcoming fr the court. "This petition is being fi but it probably will be some time fore a ruling is handed down," one torney said.

New Quarterly

(Continued from page 1)

ternational friendship, understandi and cultural exchange."

UniJapan Film also puts out "Japanese Film Year Book" in E lish. Both it and the quarterly are s gratis to film organizations and in tutes and to those interested in p duction, distribution and exhibition, well as newspapers everywhere.

Film companies supporting books include Shochiku Co., T Co., Daiei Motion Picture Co., S Toho Co., Toei Motion Picture and Nikkatsu Corp. in addition to s en producers of short films and do mentaries.

Register MGM I-A Cor

ALBANY, N. Y., Sept. 14.—M-G Inter-America Corporation has re tered a certificate to conduct a mot picture business in New York. thorized capital stock is $100,000, par value. Incorporators are: Geo Scharf, Benjamin Melniker and Irv H. Greenfield, 1540 Broadway. Gre field filed the certificate with the S retary of State here.

N OUR VIEW

HAT THE networks are giving even more than their usual care, thought and intelligent planning to ir program schedules for the new son soon to begin is evident. The t was brought home specifically week when NBC previewed, via sed circuit and in color, the new son programming highlights.

here will be innovations, of rse, and as far as NBC is conned, there will be more color than r before. Regular color programg will total more than 600 hours, aking down to an average of someng like two hours of color daily, the 1958-59 season. Sports "spes" will augment the regular color edule, plus a number of other ws, inclusive of musicals, Bell ephone expositions and others.

•

n this happily highly competitive ket of network television, NBC, with its preview announcement, offering a dozen new night-time es, many specials and a promised ease of some 20 per cent in news cials and public affairs programg. Bob Sarnoff, NBC chairman, Robert Kintner, NBC president, ned and closed the telecast, promg bigger and better, more variety better quality. Mr. Kintner said schedule is designed to achieve a ance of all types of programs, and d percentage figures: 20 per cent iety, 30 per cent dramatic, adven or mystery, 15 per cent western ies, 15 per cent comedy shows. balance will be sports, quizzes, s, special events. Sounds like good ance, indeed. Let's hope the qualmeasures up.

•

Ve were told that some 10,000 sons in 140 cities across the counwitnessed that closed circuit tele preview last week. Those in that ience included representatives of press, advertising agencies, affied stations, sponsors and some c groups. It is a good promotional without doubt, and the telecast a well-produced, lively, attentionding show.

•

t was, in a word, a bright and icing "trailer" for things to come, of promise and excitement. Well, t was so effective a piece of adce promotion, we pose a question. y is its audience confined to a e 10,000, if that, of folks the netk wants to impress? Why is this view not sent out across the netk to impress millions, not a few usands? It would seem to us that network is missing a good bet in seeing to it that this preview is n widely, to whet the public apite for programs to come. It seems us that the networks generally ld do with more attention to the and gentle art of using television sell some television. Or is that just simple and naive?

—*Charles S. Aaronson*

Television Today

TV Code Board Sets

(Continued from page 1)

TV Film Producers will meet jointly with the board in San Francisco to discuss mutual problems. The board also will take a general review of the Television Code for the purpose of amendments and interpretations to the document.

Members of the Code Review Board are Roger W. Clipp, chairman, Triangle Stations, Philadelphia; Mrs. Hugh McClung, KHSL-TV, Chico, Calif.; Richard A. Borel, WBNS-TV, Columbus, Ohio; E. K. Hartenbower, KCMO-TV, Kansas City, Mo., and Donald H. McGannon, Westinghouse Broadcasting Co., New York.

WKBW, Buffalo, Signs As Affiliate of ABC

WKBW-TV, the new Buffalo, N.Y., VHF station, has been signed as a primary affiliate of the ABC Television Network, negotiations for which were completed Sept. 2 and will become effective when the station goes on the air Dec. 1, Dr. Clinton H. Churchill, president of WKBW-TV, Inc. and Alfred R. Beckman, ABC vice-president in charge of TV station relations, announced at the weekend.

With the affiliation of WKBW-TV, the ABC Television Network will include a minimum of 88 primary stations covering nearly 87 per cent of all U.S. TV homes on a 'live' basis, it was stated. The ABC-TV full network now covers nearly 99 per cent of U.S. TV homes.

New Series on U.N.

"United Nations Review," a quarter-hour weekly filmed report on United Nations activities throughout the world, has become a regular weekly feature on WCBS-TV beginning Saturday, Sept. 13 (WCCB-TV, Channel 2, 9:00-9:15 A.M.). This 26-week series, produced by United Nations Television and narrated by John MacVane, is a newcomer to the New York television scene.

Crosby Show Guests

Bing Crosby plays host to Patti Page, Dean Martin, Mahalia Jackson and the Norman Luboff Choir on "The Bing Crosby Show" which will be beamed 'live' from Hollywood Wednesday, Oct. 1, over the ABC Television Network from 9:30 to 10:30 P.M., E.D.T.

Fisher Show to Start

Eddie Fisher will return to the NBC-TV Network for his fifth consecutive season on Tuesday, Sept. 30, when he plays host to Ed Wynn and "Steve Canyon," comic-strip creator Milton Caniff. "The Eddie Fisher Show" full-hour colorcasts are scheduled on alternate Tuesdays.

Hope Rents Paramount Studio for UA Film

From THE DAILY Bureau

HOLLYWOOD, Sept. 14. – Bob Hope's "Alias Jesse James" for United Artists release will be the first film to be made at Paramount Studios on a space and personnel rental basis. Film, being produced by Hope Enterprises, with Jack Hope as associate producer, is scheduled to start shooting Sept. 29.

One Man's TViews

By Pinky Herman

TEMPUS does fugit! ABC sends us a little biog data on the Ozzie & Harriet TV series starting its 15 consecutive year (radio & TV) Sept. 1 in which David (21) and Rick (18) are featured. Brings back to mind our first job as columnist for the Hollywood Filmograph in 1929 when we first itemed a plug for a young football player of Rutgers U. who, because of his admiration for Rudy Vallee, took up the sax, formed his own band and scaled the heights. Ozzie Nelson, who else? . . . Prexy Walt Kingsley of Independent TV Corp. has named Hal James as national sales director. James, has had many years' experience, having served as executive with many advertising agencies and most recently was V.P. in charge of radio-TV for Doherty, Clifford Steers & Shenfield. . . . As of last Friday, ABC Film Syndication, Inc. was officially shortened to ABC Films, Inc. Prexy George Shupert sez the corporate name change was "prompted by the company's growth and expansion into areas other than syndication," which of course is a most valid reason but we like to feel that brevity in property titles has proven so successful to the parent company, ABC, (shows like "Disneyland," "26 Men," "Cheyenne," "Maverick," "Voice of Firestone," "Mickey Mouse Club," "Wyatt Earp" to mention a few) that a similar type of identification for the film distribution division seemed a logical step. . . . About fifteen years ago a young talented radio team, Jack & Loretta Clemens, was one of the most popular (among songwriters, songpluggers and listeners) acts on the nets. Last Thursday, while at Jerry Martin's recording session at the Metropolitan Studios on Broadway, we spied the studios of "Loretta Clemens Tupper-Vocal Coach." This item will end but NOT until we've printed this fact—that if Loretta can teach her clients how to acquire and project "the Loretta Clemens charm, grace and humility" she'll be the most successful coach on Broadway. . . .

☆ ☆ ☆

Bing ABCrosby's initial live show of his new TV series, will debut Wednesday, Oct. 1 (9:30-10:30 P.M., EDT) with guests including Patti Page, Dean Martin, Mihalia Jackson and the Norman Luboff Choir. Buddy Cole is musical director with Bill ("Windjammer") Colleran, producer-director. Sponsor is Oldsmobile Div. of Gen. Motors, placed through D. P. Brother & Co. of Detroit. . . . Mr. & Mrs. Bernie Brillstein (she's the former actress, Marilyn Cole) became parents of a baby girl, Leigh Carey, yesterday at the Flower Hospital in New York. Bernie is the energetic young director of publicity at Wm. Morris Agency. (Mozzeltoff.) . . . Mike Nidorf, veepee of ATV (London) and also veepee at the new Jack Wrather-Walt Kingsley firm, Independent Television Corp. flew into town last week from England and planed out to the coast yesterday for a month. . . . Don't be surprised if the old radio favorite, "Can You Top This?" re-enters the TV scene. Producer Walt Framer has Nick (Lennen & Newell veep) Keesely interested again. AGAIN? sez you? yep—Nick was the first to buy this fine comedy series back in 1940. . . . Vic Morrow, co-star of "God's Little Acre" and the juve delink in "Blackboard Jungle," has been signed for a lead in Jean Genet's psychological thriller, "Deathwatch," which goes into rehearsal this week and slated to open Theatre East. . . . Beauty Expert Dick Willis, whose experience as make-up artist to the stars (10 years as chief beautician at Warner's Eastern Vitaphone Studios) makes him an oracle indeed to milady's facial and fashion problems, received an average of 15,000 letters a week at WNTA-TV. . . . Ampex Corp. will give the three networks free video-tapes of all future Award-winning "live" telecasts for placement in the Academy of TV Arts & Sciences historical library. . . .

N. Y. Variety

(Continued from page 1)

W. Coyne, Robert Weitman, Phil Harling, Sidney Markley, Richard Walsh, Alex Harrison, James Velde and Louis Lotito.

Provision was made to add to the committee representatives from other branches of the amusement industries, including television, radio and baseball.

Attendance at the luncheon was more widely representative of the industry than any function in months has been, contributing to the impression that a genuine effort to aid Tent 35's future activities, in the fund-raising for charitable purposes and membership expansion areas particularly, will be made by a majority of the influential industry leaders present.

As Meinhardt told the gathering, "The men here in this room could make this the most successful Tent in the world, if they elected to do so. I hope we can look back on this meeting and see it as the beginning of a new chapter for Tent 35."

"Have Heart"

Brandt, in accepting the co-chairmanship of the "formation committee," said he was convinced the New York Tent can do a great job if given the necessary aid. "We have much of the heart and the brains of the industry here," he said, "and with it the opportunity to do a great job."

Brandt said a meeting of the committee would be set up in a few days. He described a suggestion made for raising funds for the Tent's activities as an example of what might be done. The plan calls for the sale of a block of tickets, say 500, to social or other groups outside the industry for premieres of new films held in Broadway theatres, at a price of about $10 per ticket. About 10 premieres a year might be so utilized.

Gene Picker, vice-president of Loew's Theatres, immediately offered the Capitol and State future premieres in the event such a plan is brought into being by the formation committee.

O'Donnell described to the gathering the operations of the London, England, Tent which has been exceptionally successful under large city circumstances similar to New York's, as evidence that the New York Tent can succeed if accorded the proper backing. The London Tent contributes to 50 separate charities and at the Variety Clubs International convention there last spring, gifts to charitable causes in excess of $42,000 were made.

O'Donnell called on Kenneth Hargreaves, president of Rank Film Distributors of America, for additional comments on the London Tent's activities, on the theme of "what London can do, New York can do." Hargreaves was a member of Tent 36 before being assigned to the Rank company here. He pointed out that the Tent's work has achieved an outstanding public relations job for the entire industry in Britain.

Among those present at the luncheon meeting were, in addition to those already named: Charles Boasberg, Max A. Cohen, Sidney Deneau, Charles Hacker, Ben Kalmenson, Harry Mandel, H. H. Martin, F. J. A. McCarthy, Donald McGannon, Harold Minsky, Abe Montague, John Murphy, Burt Robbins, E. C. Rowley, Robert J. Rubin, Richard Walsh, John H. Harris, Ned Shugrue, Tom Connors, Samuel Rosen, Bernard Levy, William A. Scully, George Eby, George Hoover, Harold Klein, Jack Levin, William Koster, William O'Donnell, Charles Okun, Tracy Haire, Charles Smakwitz, Jack Hoffberg and Jack Bower.

Indications are a similar movement will be undertaken in Hollywood in the near future to infuse the Los Angeles Tent with new life by enlisting the support of West Coast amusement industries leaders in its behalf.

M. P. DAILY picture

MR. VARIETY MAKES HIS PITCH. Bob O'Donnell, pleading Friday for a revived and more important New York tent. With him at the head table, Tracy Hare, George Hoover, George Eby, John Harris, Kenneth Hargreaves, Ira Meinhardt, Bill Koster.

12 Weekly for 'Sea'

Twelve performances of "The Old Man and the Sea" will be given each week during the world premiere engagement of the Warner Bros. film at the Criterion Theatre here. The picture opens on a reserved-seat basis Tuesday, Oct. 7. It will be shown every evening at 8:40 P.M., with matinees at 2:30 P.M. on Wednesdays, Saturdays and Sundays, and extra 5 P.M. performances on Saturdays and Sundays. There also will be 2:30 and 5 P.M. performances on holidays.

'South' Big in S. F.

The Alexandria Theatre in San Francisco, in the first nine weeks of its engagement of "South Pacific" in Todd-AO, achieved the "record breaking box office gross of $246,389.90," Martin J. Sweeny, Jr., general sales manager of Magnafi distributors of the feature, said at the weekend. A weekly average of $27,376.65 at the Alexandria is beyond the expectations of Magna officials," Sweeny added.

TV Academy Approves Changes in Awards

From THE DAILY Bureau

LOS ANGELES, Sept. 14. – Two major measures – new streamlined nominating procedure and a fresh approach to Awards categories, designed to improve the annual EMMY Awards —were approved during a two-day session of a first "in-person" meeting of the National Trustees of the Academy of Television Arts and Sciences for the 1958-59 season. This was revealed at the weekend by national president Harry S. Ackerman as the conferences came to an end at the Bel Air Hotel.

The approved proposals now go to the national awards structure committee where final and definite designations of categories will be made within the week, Ackerman said.

"Recommendations made for changes in the Emmy Awards and the national telecast itself have been designed to broaden and clarify for members of the industry as well as the public at large. They will create a true image of what the Academy of Television Arts and Sciences stands for—what it honors and strives to encourage," he added.

Ackerman also revealed that three proposed changes of the time for the annual awards telecast and the "calendar" encompassing each year's awards were sent to a special committee for further study. Decisions on this all-important point will be made within 30 days after the national trustees receive a recommendation from the committee composed of Desi Arnaz, producer Lou Edelman, West; CBS executive vice-president Hubbell Robinson, Jr., and Screen Gems advertising director Henry White, East.

'Way' at Odeon Sept. 30

The Rank Organizations' "Windom's Way" will have its American premiere at the Odeon Theatre here on Tuesday, Sept. 30.

200 Attend Funeral Services for Rubin

About 200 persons prominent in
motion picture and legitimate the
industries attended funeral serv
for J. Robert Rubin on Friday af
noon at Campbell Funeral H
here. Rubin died of a heart at
last week. He was a former vice-p
ident and general counsel of Lo
M-G-M.

The brief services were condu
by William P. Tolley, chancello
Syracuse University, who also
livered the eulogy. Rubin was
cated at Syracuse and for most o
adult life was prominent in its al
nae affairs and the donor of sev
memorial structures and endowm
on the campus.

Pallbearers included Gus Eys
Grover Whalen, Bosley Crowt
Judge John B. Johnston, Joseph
Vogel, Nicholas M. Schenck, Jo
Ridder, Philip Cortney, Robert
kins, Edward J. Noble, Charles S
Silas Seadler, Samuel D. Cohen,
ton Freedley, Dr. Everett R. Clin
Gen. William J. Donovan, Ge
Leisure, C. Frank Reavis, Hov
Strickling, Ned E. Depinet, Do
C. Power, and Frederick H. Eck

Rolls-Royce Cooperat In Promoting 'Colon

The Rolls-Royce organization
alerted its dealers from coast to
to cooperate with Columbia Pic
and exhibitors in the promotio
"Me and the Colonel."

With a 1924 Rolls playing a n
role in the film as the escape ve
for Danny Kaye and his co-stars
U.S. office of the motor car com
has sent a series of suggestions t
dealers on ways and means to
with the motion picture.

At the same time Columbia
warded a special Rolls tie-in bu
to its field exploiteers and to the
which have booked the picture.

All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

84, NO. 54 NEW YORK, U.S.A., TUESDAY, SEPTEMBER 16, 1958 TEN CENTS

ght Track'

es Solution Re-Playing ost-'48 Films

s Theatres Can Drain ns of All Value to TV

nibitors are on the right track nding a solution to the post-1948 ibraries disposition if the plan they are currently broaching to producers - distributors contemplates the replay of such pictures on conditions comparable to those which govern new releases, Alfred E. Daff, Universal Pictures executive vice - president,

. E. Daff

ed yesterday.

ating the good, commercial atns in the post-'48 libraries as pictures is not only most likely

(*Continued on page 5*)

s Policies Hit By higan Allied Head

Special to THE DAILY

TROIT, Sept. 15.—A sharp m of what he describes as "re-d" sales policies, is made by H. London, president of Allied es of Michigan, in a message to tes to the organization's annual ntion, registration for which will at the Sheraton-Cadillac Hotel omorrow.

y other industry," London says, d meet and beat competition by

(*Continued on page 4*)

elevision Today

Page 5

Italian Newspaper Calls on Government To Rid Self of Motion Picture Interests

Special to THE DAILY

MILAN, Italy, Sept. 11 (By Air Mail).—Il Giorno, influential newspaper published here, has called on the Italian government to rid itself of its interests in the motion picture industry.

The financial editor wrote that the State entered into the cinema under Fascism, "which one can understand all too well." But 13 years after the war there is no longer any reason for a democratic government to be involved in production, distribution, and exhibition, the writer said.

The government began liquidating some of its state subsidized agencies last year, such as Cines (production) and Enic (distribution). But this is the first time one of Italy's leading papers has suggested that the government pull out altogether.

Mrs. Bernett Elected National Wompi Head

Special to THE DAILY

DENVER, Sept. 15. – Mrs. Gene Bernett of New Orleans was elected president of the national Women of the Motion Picture Industry at the weekend during its annual convention. Meetings were held at the Cosmopolitan Hotel here with Atlanta having the largest delegation of any regional chapter.

Other officers elected were as fol-

(*Continued on page 6*)

Arthur Mayer to Speak At TOA Product Meet

Arthur L. Mayer, pioneer in the distribution of foreign films in the U. S., will address the 11th annual convention of the Theatre Owners of America at the Americana Hotel in Miami Beach, which opens Tuesday, Oct. 21.

Mayer will speak on "Specialized Foreign Films" on Thursday morning, Oct. 23, at one of the convention's major meetings to be devoted to product. It is expected that a detailed report on the orderly release of films, and a first-hand report on "What's Doing in Hollywood" from a leading producer will also be presented.

Columbia Seeks Signer Of the Curley Paper

Special to THE DAILY

BOSTON, Sept. 15.—Although the case of ex-Governor James M. Curley vs. Columbia Pictures has been dismissed, in which Curley sought to ban the showing of the film "The Last Hurrah" an intensive investigation is

(*Continued on page 6*)

CEA and Managers' Unit Deadlocked on Contract

By PETER BURNUP

LONDON, Sept. 11 (By Air Mail). The negotiations between CEA and the Managers' Society in regard to the latter's demand for an improvement in its members' working conditions have broken down.

The managers had asked for three new elements to be introduced into the existing agreement: a clause making

(*Continued on page 6*)

Hearing Tomorrow on Picketing of Theatres

Special to THE DAILY

TORONTO, Sept. 15. – Argument on whether a temporary injunction banning the picketing of seven houses in Toronto and one in Hamilton by stage-hands will be heard here Wednesday.

The IATSE began picketing the theatres Labor Day following a dispute over the ending of a stagehands' contract. Projectionists refused to cross the picket lines and the theatres had to close.

The theatres reopened when in-

(*Continued on page 6*)

New Attendance Record For Year Reported Set

A new record for motion picture theatre attendance in 1958 was set in the week which ended Aug. 23, according to a report released yesterday by Sindlinger & Company, business analysts.

Attendance for the third August week totaled almost 71,000,000, but

(*Continued on page 2*)

To Spread Optimism

Para. to Hold 100 Worldwide Product Meets

Invite Exhibitors, Press To Large-Scale Sessions

Paramount Pictures will hold a worldwide series of marketing and merchandising meetings in over 100 cities to promote its program of a minimum of 20 major productions for release in 1959, it was announced here yesterday by George Weltner, vice-president in charge of world sales. The meetings, to which exhibitors and the press will be invited, will get underway Thursday, Sept. 25, in Toronto, Canada.

George Weltner

Keynote of the sessions, Weltner

(*Continued on page 4*)

Velde to Conduct UA Midwest Sales Meets

James R. Velde, United Artists general sales manager, will leave here today to hold a series of sales meetings in Denver with district managers, exhibitors and branch managers on the distribution of UA's new upcoming $65,000,000 product program.

Officials participating in the three-day meetings include Al Fitter, Western sales manager; Ralph Clark, West

(*Continued on page 2*)

Make Shifts in UA Southern Managers

Changes in United Artists' Southern district managerships will take effect this week when William Hames, Atlanta branch manager, will become Southern district manager, and Eugene Goodman, sales manager in Dallas, assumes duties as manager of the Atlan-

(*Continued on page 2*)

PERSONAL MENTION

KENNETH N. HARGREAVES, president of Rank Film Distributors of America, will leave New York today for the Coast.

•

Irving Rubine, vice-president of Highroad Productions, will leave here today for that organization's headquarters in London.

•

Rita Hayworth and her husband, James Hill, producer, will return to New York aboard the "United States" today from Europe.

•

Andre Feher, president of Rex Films, has left New York for London, Paris, Brussels and Barcelona.

•

Budd and Stuart Schulberg, producers, will be interviewed in New York on Saturday over radio station WNYC by Arthur Knight of the "Saturday Review."

•

Bob Dorfman, Buena Vista exploitation manager, has left New York for Detroit and Cleveland.

•

Peter Perakos, Jr., office manager of Perakos Theatres Associates, New Britain, Conn., has been named city chairman there for Congressman Edwin H. May's reelection campaign.

•

Harold Lewis, of ATA Trading Co., will leave here tomorrow to resume his studies at Union College, Schenectady, N. Y.

•

Elliot Arnold, author of "That Others May Live," a novel of the Air Rescue Service, and Alan Pakula, producer of the forthcoming film version of the book, have arrived in New York from Hollywood.

•

Ed Rice, of the "Herald Printer," Atlanta, has left there with Mrs. Rice for a vacation in Florida.

Commodore West Out Of Rank Overseas Unit

From THE DAILY Bureau

LONDON, Sept. 15. — Air Commodore F. M. F. West, V.C., C.B.E., M.C. has relinquished his appointment as joint managing director of J. Arthur Rank Overseas Distributors Ltd.

He joined Eagle Lion Distributors (as Rank Overseas was then known) in January 1946 as assistant managing director to the late E. T. Carr. He became managing director in September 1946. His resignation leaves Harry Norris as sole managing director of Rank Overseas.

UA Managers

(*Continued from page 1*)

ta branch, it was announced yesterday by James R. Velde, UA general sales manager.

Southern district headquarters, formerly in New Orleans, will be relocated in Atlanta.

George Pabst, present Southern district manager, will take over the New Orleans exchange leadership. Alex Maillho, present New Orleans branch manager, becomes sales manager there.

Jay Moore, salesman in the Dallas exchange, will take over the sales manager's position in that branch.

Hames, who has been with the company since 1929, started his career in the Charlotte exchange as a shipper, later becoming salesman there. In 1949 he was promoted to branch manager of the Indianapolis office, moving in 1953 to Dallas as head of that branch. Hames was made Atlanta branch manager in 1956.

Goodman started his career with UA in 1952 as a booker in the Dallas branch, becoming salesman in 1954 and in 1956 taking over the sales manager's job.

Velde to Conduct

(*Continued from page 1*)

Coast district manager; Fenton J. Lee, Midwest district manager; Arthur Reiman, Western and Canadian district contract manager; Ralph Amacher, Kansas City branch manager; Bud Austin, Denver branch manager; W. W. McKendrick, Salt Lake City branch manager, and Carl Olson, Minneapolis branch manager.

Ark., Miss., and Tenn. Exhibitors Will Meet

Special to THE DAILY

MEMPHIS, Sept. 15. — Annual meeting of the Theatre Owners of Arkansas, Mississippi and Tennessee has been called for Oct. 13 and 14 at Hotel Chisca in Memphis, president Alton Sims, Memphis, announced. Dates were set by a board meeting.

Mike Simons, vice-president of Sindlinger & Co., motion picture industry division, will conduct a ticket-selling workshop as a feature of the first day of the convention.

V. Youmatz Dies

HARTFORD, Sept. 15. — Vincent Youmatz, 50, pioneer Connecticut drive-in theatre owner-operator, died at Winsted, after a brief illness. He was president of the Sky-Vue Drive-In Theatre Corp., Torrington, and opened one of the state's first outdoor theatre facilities, the Rogers Corner Drive-In, the Pleasant Valley section of Barkhamsted, some 15 years ago.

ASCAP Meetings Slated In Chicago and L. A.

A West Coast business meeting of ASCAP will be held in Los Angeles on Tuesday, Sept. 30, it was announced here by Paul Cunningham, president, who will preside. The meeting will be at 3:30 P.M., in the Regency Room of the Sheraton West.

At the same time Cunningham said a Midwest meeting and dinner for the Society's membership will be conducted on Monday, Oct. 6, in Chicago. This meeting will start at 4 P.M. in the Gold Coast Room of the Drake Hotel followed by dinner at 7 P.M.

Cunningham will also attend this affair, accompanied by Herman Finkelstein, general attorney of the Society; J. M. Collins, sales manager, and George Hoffman, comptroller.

'Business Booster' Campaign for 'South'

A special fall "business booster" advertising and publicity campaign for "South Pacific" in Todd-AO is now being put into effect, it was announced by Martin Sweeny, Jr., general sales manager of Magna Theatre Corp., distributors of the road show version.

News ads, stills, stories and several new publicity and exploitation ideas have been worked out jointly by Lynn Farnol and Nicholas J. Matsoukas of Magna's advertising department. A kit outlining the new campaign has been sent to all advertising exploitation directors of the 43 situations where "South Pacific" is now playing.

Matsoukas is now on a nation-wide tour to set up the campaign in eaoh individual situation.

Fabian Will Address Carolinas' Exhibitors

Special to THE DAILY

CHARLOTTE, Sept. 15.—S. H. Fabian, president of Stanley Warner Theatres in New York, will address the annual convention of the Theatre Owners Association of North and South Carolina here Sept. 21-23. Fabian will deliver the keynote address at the morning session Sept. 22.

The three-day program will also include addresses from TOA president Ernest G. Stellings, who will deliver the TOA report, and Herman Levy, TOA general counsel.

Attendance Mark

(*Continued from page 1*)

was nevertheless 4.8 per cent under the attendance figure for the comparable week in August a year ago—which was the highest seven-day attendance period in 1957. For the past three years, the third week in August has been the high week for nationwide movie attendance.

. . . NEWS ROUNDUP

Sign Milwaukee Contract

The indoor theatres of Milwau
have signed a three-year contract w
the operators union. The contr
doesn't call for an increase in w
scale, but it does specify one per c
increase in the pension fund the
year, and an additional one per c
increase the second year with anot
one per cent increase the third y

■

Host Allied Banquet

The Coca-Cola Co. will act as
for the banquet the last night
the national Allied convention in C
cago next month, it was announ
there by Jack Kirsch, general conv
tion chairman. The banquet will b
the Morrison Hotel.

■

Special Show for Needy

Dutch Uncles of Columbus, O
are cooperating with Herman H
operator of Hunt's CineStage to
over 700 needy children a big p
Saturday. Following a special m
ing screening of "South Pacific,"
kids will be guests at a street pi
in the alley adjacent to the thea
Dutch Uncles arranging the party
clude Leo Yassenoff, Floyd Good
John Hardgrove, William Kahn, Fr
Byers and John Gardiner.

■

Production Increase

There was a slight increase in Ho
wood production this week with
start of three pictures and no pict
completed, making a total of 29
tures in work. Started were: "J
Box Jamboree" (Columbia), "G
fighters of Abilene," Zenith Pict
(United Artists); "Solomon
Sheba," Technicolor, Thornco Pr
(United Artists).

'Girl' Here Friday

The French film, "Foxiest Gir
Paris," a release of Times Film C
will have its American premiere Fri
at the World Theatre here.

NEW YORK THEATR

RADIO CITY MUSIC HALL
Rockefeller Center • CI 6-4600
REX HARRISON • KAY KENDAL
"THE RELUCTANT DEBUTANTE
JOHN SAXON • SANDRA DEE
AN AVON PRODUCTION FROM M-G-M
and GALA NEW STAGE SPECTACLE

MOTION PICTURE DAILY. Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Floyd E. St
Photo Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager, TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Vin
Canby, Eastern Editors. Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; Telephone HOllywood 7-2145; Washington, J. A. Otten, National Press Club, W
ington, D. C.; London Bureau, 4, Bear St. Leicester Square, W. 2. Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in
principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockef
Center. New York 20, Telephone CIrcle 7-3100. Cable address: "Quigpubco. New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-P
dent and Treasury; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 times a
as a section of Motion Picture Herald; Television Today, published daily as a part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fame. Entered as sec
class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign. Single copies,

THEY'RE BEATING US AT OUR *Own* GAME!...

SINDLINGER SURPASSES ALL LEADING FACT FINDERS IN *Personal Interviews!*

*** SINDLINGER & COMPANY**

conducted 31,824 personal interviews for trailer impact on an admission basis...

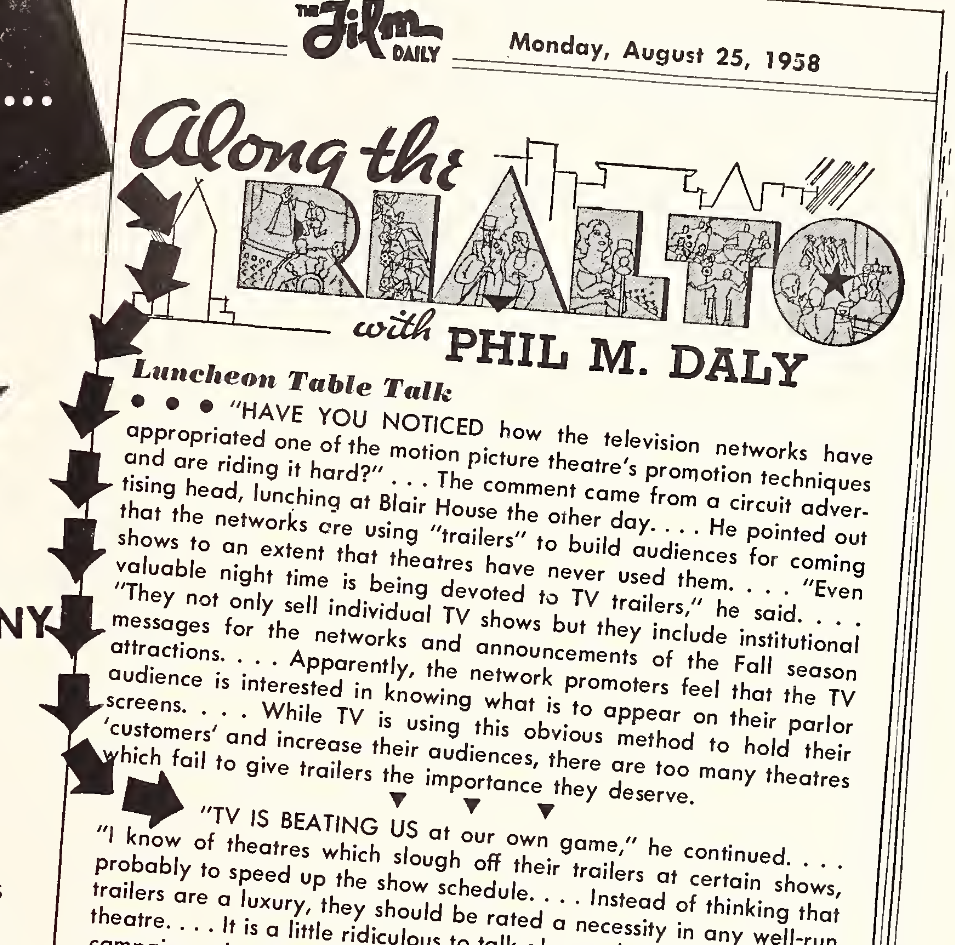
HERE ARE HIS FINDINGS:

If a theatre has an average admission price of 50c, and plays to 200 people per performance, it will gross $100.00. 87 of these people will be motivated by the trailer to return to see the picture being advertised. 87 admissions @50c is $43.50.

Therefore, if the theatre invests 50c (one ticket of admission) in a trailer showing to 200 people, the investment will return $43.50.

...a ratio of

87 TO 1



THE Film DAILY — Monday, August 25, 1958

Along the RIALTO with PHIL M. DALY

Luncheon Table Talk

● ● ● "HAVE YOU NOTICED how the television networks have appropriated one of the motion picture theatre's promotion techniques and are riding it hard?" . . . The comment came from a circuit advertising head, lunching at Blair House the other day. . . . He pointed out that the networks are using "trailers" to build audiences for coming shows to an extent that theatres have never used them. . . . "Even valuable night time is being devoted to TV trailers," he said. . . . "They not only sell individual TV shows but they include institutional messages for the networks and announcements of the Fall season attractions. . . . Apparently, the network promoters feel that the TV audience is interested in knowing what is to appear on their parlor screens. . . . While TV is using this obvious method to hold their 'customers' and increase their audiences, there are too many theatres which fail to give trailers the importance they deserve.

▼ ▼ ▼

"TV IS BEATING US at our own game," he continued. . . . "I know of theatres which slough off their trailers at certain shows, probably to speed up the show schedule. . . . Instead of thinking that trailers are a luxury, they should be rated a necessity in any well-run theatre. . . . It is a little ridiculous to talk about a big Business-Building campaign when there are hundreds of theatres that are not even using their own screens to best advantage, promotion-wise. . . . How many theatres used trailers to push the industry slogan: 'Get More Out of Life—Go Out to a Movie?' . . . The trailer companies sold remarkably few such trailers. . . . How many theatres make it a policy to run teaser trailers on coming attractions? . . . How many will be running trailers right now boosting the Fall season hits? . . . Too few; but TV is going full blast to trailerize its audience and sell itself with its own facilities. . . . Business-building starts at home on our own screens, in our own lobbies, on our own telephones, with our own theatre staffs.

▼ ▼

● ● ● [illegible]

DON'T GAMBLE WITH THE LIFE OF YOUR THEATRE, GET YOUR ANNUITY TODAY *(with all the proven facts)* DIRECT FROM YOUR LOCAL N.S.S. EXCHANGE. THE PRIZE BABY WON'T STEER YOU WRONG.

Mich. Allied

(Continued from page 1)

becoming more competitive. But not the motion picture industry, whose answer to competition has been to restrict the market, make the product less available, increase the selling price—and the public be damned."

"After all," he continued, "ours is the only industry that spends hundreds of thousands of dollars to create a public demand for a specific product and then deliberatetly refuses as a matter of sales policy to make the product available until such time as the demand for it no longer exists.

"Restricted sales policies are liquidating the tremendous, intangible assets of our mighty and vital industry. Restricted sales policies by their very nature frustrate the majority of potential patrons.

Points to 'Economic Function'

"Too many producers and distributors have forgotten that motion pictures are basically and fundamentally a mass entertainment medium. The motion picture industry can only prosper when it performs its economic function of providing the newest, freshest, best entertainment to more people quickly, conveniently and inexpensively," he concludes.

Abram F. Myers, Allied States chairman and general counsel, in another message to the convention delegates, commends Detroit exhibitors on the conduct of their own business-building campaign while the national b-b campaign's fate remains in doubt.

"Promoting attendance is undoubtedly the exhibitors' most acute problem," Myers observes. "Unless more people can be attracted into the theatres, there is no future for the business. I would like to say that this is the only problem facing exhibitors, but that is not so. It is equally essential to their continuance in business that their operations shall yield a profit.

Doubtful Regarding Effects

"As matters now stand, exhibitors who are striving to increase their patronage have no assurance that their efforts, in case they succeed, will redound to their benefit or merely serve to enrich the film companies.

Unless the latter adopt more realistic pricing policies based on what the exhibitors can afford to pay, the business-building plans will be of no avail."

A closed business session has been scheduled for Wednesday afternoon, followed by a Pepsi-Cola Theatre party. A convention business-building session will close the convention Thursday afternoon.

Para. Worldwide Meets Slated

(Continued from page 1)

said, will be Paramount's "enthusiasm and optimism" for the future of the industry. They were scheduled at the behest of Barney Balaban, company president, and are on a larger scale than any series of meetings in Paramount's history, Weltner added.

Plans for expansion of the company's production schedule of top pictures were announced at a recent press conference by Balaban. These and other releases will be discussed in detail at the special meetings with concentration on product and merchandising plans. Weltner himself will make the original presentations, setting the patterns for conferences on division, branch, and local levels throughout the world.

Following the Toronto kickoff will be a session in New York on Sept. 29. A third meeting, scheduled for Los Angeles, will complete the initial stage of the global project.

Confabs Set for Orient

The second stage will extend from Oct. 9 to Nov. 15, during which time Weltner will hold similar conferences in Tokyo, Hong Kong, Singapore, Bombay, Karachi, Istanbul, Rome, Paris, and London. Plans are underway for additional meetings in other territories of the world.

Accompanying Weltner to Toronto and Los Angeles and also attending the local sessions will be Jerry Pickman, vice-president in charge of advertising, publicity, and exploitation. He will lead discussions on those three aspects of promotion.

Chairman of the Toronto sessions will be Gordon Lightstone, Paramount Canadian general manager. Participating branch managers will be Mickey Stevenson, Toronto; William Kelly, Calgary; Romeo Goudreau, Montreal; Norman Simpson, St. John; Robert Lightstone, Vancouver; Syl Gunn, Winnipeg. A delegation of Canadian field promotion representatives will be headed by Winston Barron, Paramount's Canadian ad-publicity-exploitation director. Exhibitors attending will include a large representation from Famous Players Canadian Corp. A full cross-section of the Canadian press will be invited.

Owen Chairman in N. Y.

Hugh Owen, vice-president of Paramount Film Distributing Corp., will be chairman of the New York meeting, and Sidney Deneau, Western sales manager, will conduct the one to be held in Los Angeles. Exhibitor-press luncheons will be held in conjunction with both—at the Astor Hotel in New York, and at the Ambassador Hotel in Los Angeles.

Shortly after the East and West coast meetings a series of divisional meetings will be held by Owen and Deneau in a "spreading out" process that ultimately will carry the Paramount message into every city, village and hamlet of the country.

Drawn from All Sections

Participants in the New York meeting will include Edmund C. DeBerry, executive assistant to Owen; Mid-Eastern division manager John G. Moore, Philadelphia, and Southeastern division manager W. Gordon Bradley, Atlanta, and the following branch managers: Daniel R. Houlihan, Boston; Hugh Maguire, Buffalo; Eugene A. Jacobs, Pittsburgh; Ulrik F. Smith, Philadelphia; Donald R. Hicks, Cincinnati; Harry S. Buxbaum, Cleveland; Herb Gillis, Washington; Foster Hotard, Atlanta; Lawrence Terrell, Charlotte; Fred Mathis, Jacksonville; Howard A. Nicholson, Memphis, and William Holliday, New Orleans.

Present at the Los Angeles meeting will be Jack Perley, assistant to Deneau; Midwestern division manager J. H. Stevens, Chicago; Southwestern division manager Tom W. Bridge, Dallas, and Western division manager H. Neal East, Los Angeles, and the following branch managers: Robert Allen, Chicago; Thomas F. Duane, Detroit; Howard DeTamble, Indianapolis; Ward Pennington, Milwaukee; Jess T. McBride, Minneapolis; Frank Rule, Dallas; G. R. Frank, Des Moines; Harry Hamburg, Kansas City; C. H. Weaver, Oklahoma City; Harry Haas, St. Louis; Alfred R. Taylor, Los Angeles; James Ricketts, Denver; Frank H. Smith, Salt Lake City; Jack L. Stevenson, San Francisco, and Henry Haustein, Seattle.

Luncheons in Boston, Dallas

On Oct. 6, Owen will hold in Boston and Deneau in Dallas full-dress branch managers and personnel meetings highlighted by exhibitor-press luncheons. They will repeat this program elsewhere as follows: Owen in Philadelphia Oct. 8-9, and Atlanta Oct. 10-11, and Deneau in Chicago Oct. 9. Following these meetings, Paramount's U. S. divisional managers themselves will conduct a series of special parleys in the various branches throughout the country.

Paramount field merchandising representatives in the United States and foreign countries will participate in all meetings in their respective territories.

Tuchler Moves to Figh
Skiatron-Giants in L. A

From THE DAILY Bureau

HOLLYWOOD, Sept. 15. — Ta
ing the position that the Califorr
Public Utilities Commission is wit
out legal power to grant an unre
ulated private entertainment corpo
tion the right to use the streets
other properties such as baseme
through the facilities of a regulat
public utility such as Pacific Te
phone and Telegraph Co., Juli
Tuchler, chairman of Citizen's Co
6mittee Against Pay TV, today sen
wire to R. J. Pajlich, secretary of t
California Public Utilities Commissi
in San Francisco, including the abc
and the following information:

"Request notice of hearing, if
when PT&T requests authority fr
Commission to furnish service
Skiatron TV, Inc., for closed circ
toll TV in the home, telecasting
San Francisco Giants baseball gan
for 1959 season.

'State Line' at Issue

"Because approximately one-h
of proposed circuit broadcast
Giants baseball games will cross st
line from point of origin of progr
source (other than home games), s
broadcast or telecast in home fo
fee over wire setup will constit
interstate commerce, clearly a s
ject in the communications field wi
in exclusive domain of Congress
U.S., under Article One, Sect
Eight, of Constitution.

"We sincerely request that if
such application is filed with
Commission no action will be tal
pending convening of next Cong
in December, 1958, when action
been promised on over 20 bills, wh
have been submitted to prohibit
forms of pay TV in the home,
cluding closed circuit systems."

Says Frisco Franchise
Necessary for Toll-TV

Special to THE DAILY

SAN FRANCISCO, Sept. 15.
Commenting today on the statem
of Skiatron Television Corp., tha
plans toll-TV systems in communi
in several states—including Califor
—Harold Dobbs, chairman of
finance committee of this city's bo
of supervisors, stated that to ope
here Skiatron would have to obtai
city franchise regardless of any
stallation arrangement with the ph
company.

Dobbs added that the commi
still is waiting for Skiatron to "p
duce evidence of financial resp
sibility."

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Television Today

: Theatre Expands; hedules 'Specials'

General Electric Theatre" this year as to present several special prons, interspersed with its regular natic episodes, according to pron host Ronald Reagan. The pron will have its season premiere on Television Network, Sunday, t. 21, with "Blaze of Glory," star- Lou Costello (9:00-9:30 P.M., .T.).

hese special programs, presenting Hollywood and Broadway perform- in "unusual and provocative nats and stories," will range from temporary and historical tales to graphies, dramatizations of true orical accounts, sketches from pop- plays, musical vignettes and mu- variety presentations.

Tugend Heads Unit

o facilitate accomplishment of this ial program project, veteran writroducer Harry Tugend has been ed to head up a production unit, rating independently of the regular na production unit under the direc- of producer William Frye.

rather Slates 26 New reston' Programs

From THE DAILY Bureau

OLLYWOOD, Sept. 15. — The Wrather Organization today anced plans for 26 new, all-color ed TV programs for "Sergeant ston of the Yukon," to go before cameras on November 15. Cost the new series is earmarked at 00,000.

xecutive producer Sherman A. ris has assigned writers Robert aefer and Eric Freiwald to pre- scripts for the new series, which be shot in Hollywood and on tion in the snow country. "Sert Preston," with Dick Simmons he title role, is now seen over CBS-TV network on 119 stations y Thursday evening.

igidaire Places -Week NBC Order

rigidaire Division, General Motors p., has placed a new 52-week or- with the NBC Television Net- k for sponsorship of alternate- k quarter-hour segments in a total ive daytime programs. Announce- t of the purchase was made joint- by C. H. Menge, general sales nager, Frigidaire, and Walter D. tt, vice-president, NBC Television work Sales.

he Frigidaire order is effective in -September and calls for sponsor- of quarter-hour segments in these programs: "Treasure Hunt," ncentration," "The Price Is Right," om These Roots" and the new ounty Fair."

Commercial TV Will Blanket England Jan. 15

From THE DAILY Bureau

LONDON, Sept. 11. (By Air Mail). —The commercial TV network station serving the north-east of England will commence operations on January 15 next year. A map issued today shows that 2,660,000 people live in the area covered by the station situated at Burnhope, 6 miles north-east of the city of Durham. It is stated that an unusually high percentage—about 95 per cent—of these will be in the primary service area where most viewers should be able to receive pictures of first-class quality.

Burnhope will be the eighth transmitting station to be completed by the Independent Television Authority.

ABC to Present 1st Series from Canada

"Encounter," hour-long "live" dramas from Canada, will be presented on ABC Television for four Sundays, 9:30-10:30 P.M., starting Oct. 5, it was announced yesterday by Thomas W. Moore, ABC vice-president in charge of television programming. The first television series from Canada to the United States, "Encounter" will be produced by the Canadian Broadcasting Corporation and will be a presentation in this country of Showcase Productions.

For its first show on Oct. 5, "Encounter" will present "Breakthrough," an adaptation of an original story by Donald Jack. "Breakthrough" relates the tale of an air force pilot, missing for many days on a test flight, who is later charged with treason.

Canadian Broadcasting Plans Six Stations

Special to THE DAILY

TORONTO, Sept. 15.—Six satellite TV stations are planned by the Canadian Broadcasting Corporation. These are planned for Corner Brook, Newfoundland; Liverpool-Shelburne-Yarmouth in Nova Scotia; Kenora, Ontario, and Trail, B. C., for English-language broadcasting; and Moncton, N. B. and St. Boniface, Man., for French-language broadcasting.

The stations will either be linked to the TV microwave network or will use kinescope recordings.

Confirm Channel Grant

DETROIT, Sept. 15. — The Federal Communications Commission has confirmed the 1954 grant of TV Channel 12 to WJR, here. The Flint channel allotment had been protested by Trebit Corp. and W. S. Butterfield Theatres. The issue has been through four years of litigation.

Sees Solution

(*Continued from page 1*)

to return substantial revenue to exhibitors and distributors, Daff believes, but also will result in draining the pictures of their market value for a good many years to come. In other words, he believes that if the post-'48 product is fully played out in theatres, it is unlikely to confront exhibitors for long as competition on television.

Sees 'Brand New Audiences'

"To television, there is no such thing as an 'old' picture," Daff pointed out. "There are brand, new audiences today for pictures released fewer than 10 years ago. Exhibitors should adopt the same attitude toward such pictures that television has. Such releases, properly exploited and accorded adequate playing time, can attract audiences to theatres just as they do to TV."

Daff had been asked to comment on the plan, backed by every important theatre operator in the country, which has been discussed with four production-distribution companies by exhibitor representatives to date, and will be discussed with the remainder in the coming weeks.

Attributed to Brandt

Generally attributed to Harry Brandt, head of Brandt Theatres and president of Independent Theatre Owners Association of New York, the plan is understood to contemplate acquisition of territorial rights to the best films in each company's post-'48 library, with the participating exhibitors committed to providing sufficient playing time to produce a minimum revenue in excess of the best revenue likely to be obtained from television in the individual territories. Details of the plan were reported in MOTION PICTURE DAILY yesterday.

"Such a plan may very well be practical," Daff said. "So far as I know, there is no plan for anyone to sell his post-'48 films to TV now. If exhibitors could convince distributors that they were ready to treat good quality reissues like new pictures, those films never would be sold to TV. There is a new generation now to whom the post-'48 films are 'new' pictures. Why, only recently we re-released "His Butler's Sister," a Deanna Durbin picture, in Australia and it did tremendous business.

Sees Dual Advantage

"As I say, there is not only that prospect but also the fact that in re-playing those pictures exhibitors will be draining their values and leaving them useless to TV for years to come. But if exhibitors take the post-'48 films with the idea of sloughing them off or just to hold them in order to keep TV from getting them, they are on the wrong track. They must take the post-'48 films as entertainment, and they must not offer them apologetically. They should be merchandised with pride, just as television offers the pre-'48 libraries with pride and boasting."

Pay-TV in Hong Kong Loses Ground in Year

Subscription television by closed circuit has been operating in Hong Kong for more than a year, Alfred E. Daff, Universal executive vice-president, recently returned from a trip to the Far East reported yesterday.

Daff said he had been informed that currently the pay TV system has 400 fewer subscribers than when it was begun.

'U' Not Reducing Its Far Eastern Branches

A unique situation prevailing in the Singapore area accounts for the recent transformation of Universal's distribution there to Run Run Shaw and Run Mei Shaw, Alfred E. Daff, Universal executive vice-president, said yesterday. Universal does not plan to dispose of any other Far Eastern branches, he said.

Daff pointed out that with some 120 theatres in the Malayan area, the Run Run Shaw organization represents about 90 per cent of Universal's business there. When Daff recently closed a new long term exhibition deal with the company, both sides agreed that there was little point in Universal maintaining the branch for the remaining 10 per cent, so the distribution deal was concluded also.

Blake, Projectionist

HARTFORD, Sept. 15. — Russell S. Blake, 79, industry pioneer, is dead after a long illness. A member of Local 496, Motion Picture Projectionists, he had been a boothman at Loew's Poli Theatre here since its opening 38 years ago. Prior to that time, he was associated with the Lyman H. Howe Moving Picture Co., and was a member of the Marks Comedy Co., associates including Buster Keaton and Joe and Myra Keaton. Playdates included the New York Hippodrome.

Bernard Gardner Dies

COLUMBUS, Sept. 15. — Funeral services were held here Friday at St. Agatha Catholic Church for Bernard Gardner, 69, theatre owner and one time film sales representative, who died after an illness of several years. With his son, John, he owned the Riverside Drive-In, Rayland, O. and another outdoor theatre in Wheeling, W.Va.

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Curley Paper

(*Continued from page* 1)

under way to determine who signed the ex-governor's name to a release for which Columbia Pictures paid $25,000 in 1956.

Columbia attorneys are now seeking to find out who received that sum of money which purportedly allowed the film company to go ahead with the production and showing of the film alleged to be based on Curley's political and personal life.

It was during the recent Federal Court hearing that the release entered into the picture. From an undisclosed source it was learned that the names on the release were of two persons known to be friendly to Curley. "It was fairly well established the signature on the release was not that of James M. Curley and that the person who represented himself as Curley's agent had received the money, using the fictitious name of James E. Sullivan," a spokesman said. "Columbia Pictures discovered this fact only when it went into Federal Court. Up until then the film company had no reason to believe the signatures were not authentic," he added.

Reports in the local papers state that Columbia settled the suit for $15,000, which was paid to Curley.

CEA and Managers

(*Continued from page* 1)

sales commission compulsory; extra pay for Sunday work; and three weeks annual holiday.

They asked also for an increased wage scale, in which regard CEA's negotiators offered increases ranging from ten shillings to fifteen shillings weekly. The exhibitors further offered an 18 month agreement, during the last 12 months of which, they suggested, the two sides should sit down and work out an entirely new agreement.

The managers rejected the offer and announced they would take the dispute to the Ministry of Labour.

CEA's General Council has ratified a new working conditions agreement with Sir Tom O'Brien's NATKE.

The agreement will be considered by the union's branches during the present weekend.

Hearing Tomorrow

(*Continued from page* 1)

junctions were granted Famous Players Canadian Corp. Ltd. and Odeon Ltd. Affected by the dispute are the Imperial, Odeon Carlton, Tivoli, Runnymede, Palace, Danforth, Odeon-Humber, all in Toronto, and the Tivoli, Hamilton.

Mrs. Bernett Elected

(*Continued from page* 1)

lows: vice-president, Mrs. Mabel Guinan, Dallas; corresponding secretary, Miss Routh Toubman; recording secretary, Miss Pat Hall, Denver; treasurer, Mrs. Viola Wista, Charlotte.

The convention also voted to give the Will Rogers Hospital a substantial contribution. Awards for Association extension and publicity were easily won by New Orleans.

The convention site for next year will be Jacksonville, Fla.

...FEATURE REVIEWS...

The Party Crashers

Paramount

The terrible consquences of attending social functions to which one has not been invited are outlined in graphic, melodramatic style in this latest William Alland production. Technically, "The Party Crashers" is several notches above the usual drama of teenage delinquency. And although the only light which it throws on the problem is of rosy, romantic hue (each one of these delinquents has his own two or three thousand dollar sports car), the film has been directed with a good sense of pace and narrative drive by Bernard Girard. It will please the teenagers while telling them once again that all their problems stem from boozy, short-tempered parents.

Heading the cast of the picture are Bobby Driscoll, former child star, who makes a very pleasant impression in his first teenage role; pretty Connie Stevens, and Mark Damon. In support of this young trio are some accomplished veteran performers: Frances Farmer, Doris Dowling and Onslow Stevens, among others.

The story and screenplay, both written by director Girard, deals with teenage delinquency among some middle class families for whom money obviously is no problem. Driscoll and his girl friend, Miss Stevens, are presented as nice, ordinary kids who, against Driscoll's better judgment, get involved with Damon and his gang of sports car toughs who receive their greatest kicks by going to parties to which they have not been invited.

The screenplay makes a half-hearted attempt to explain the delinquent mind through the character of Damon. He is rebelling, we are told, because his father is an alcoholic and his mother, Miss Dowling, is a tramp. The climax comes when Damon, Driscoll, Miss Stevens and friends crash a wild party whose star guest happens to be Damon's mother. Overcome with shame, Damon tries to get Miss Dowling out of the party, but in the ensuing fracas, she falls down a stairway and is killed. This shock presumably cures Miss Stevens of her infatuation for Damon, persuades Damon's father to give up drinking and convinces Driscoll's parents that they ought to devote more time to "togetherness."

Both Miss Farmer and Miss Dowling are effective in rather sketchily written roles, as are Cathy Lewis and Onslow Stevens as Miss Stevens' parents. Director Girard in a couple of scenes makes imaginative use of his camera to heighten the drama and suspense. Paramount is the distributor.

Running time, 78 minutes. General classification. Release, in September.

VINCENT CANBY

Teenage Doll

Allied Artists—Woolner

HARTFORD, Sept. 15

Roger Corman is producer of this compactly-developed teenage melodrama, no better, no worse than its numerous counterparts. The young people assigned to strategic roles aren't particularly distinguished, but they manage to convey the necessary tenseness and apprehension traditional to contemporary teen-age stories.

Corman functions as both producer and director on this Woolner Brothers production, released via Allied Artists.

Non-member June Kenney inadvertently stabs a member of "The Black Widows" gang to death over attention of "The Vandals" gang chief, one John Brinkley. Fay Spain and other vengeful-minded girls track Miss Kenney to her home only to miss the latter, now enroute to "The Vandals" hideout on the city dumps for some consolation and comfort.

Brinkley, a typical red-blooded, loose-minded American male, sets up a gang war in reprisal. Police, investigating questionable teenage activity, finally trail Miss Kenney to gang quarters and matters are resolved.

Charles B. Griffith's screenplay seems excessively concerned with sordidness, a fact that relegates this particular attraction to adult-viewing status.

Running time, 68 minutes. Adult classification. Release, not set.

A.M.W.

High School Hellcats

American-International

HARTFORD, Sept. 15

Yvonne Lime, featured in several American-International releases over the past several years, tops the cast of this rather intriguing high school melodrama. The Mark and Jan Lowel story and screenplay dips into some sordid topics, admittedly, but producer Charles Buddy Rogers and executive producers James H. Nicholson and Samuel Z. Arkoff and director Edward Bernds have exercised commendable restraint, while not detracting one whit from the overall dramatic effect. Miss Lime handles her pivotal assignment with a confidence that belies her tender looks.

Transfer student Yvonne Lime, arriving in her high school class at mid-term, feels unwanted at home. She feels that membership in a questionable gang of girls—the Hellcats—will bolster her sagging morale. When one of the girls (Jana Lund) is found dead at an unchaperoned mansion party, the gang disperses in wild hysteria. Miss Lime finally seeks out the killer (Suzanne Sidney) as police close in. Bret Halsey, college student employed in a near cafe, returns Miss Lime to her family and a happy reunion.

Running time, 70 minutes. General classification. Release, not set.

A.M.W.

Dangerous Exile

Rank Film Dist.—VistaVision

HARTFORD, Sep

The Rank Organization's me
lousness in the re-creation of histo
atmosphere is readily evident in
handsome melodrama, given the a
advantages of VistaVision and
mancolor. Louis Jourdan, an able
pian in motion picture and theat
both sides of the Atlantic, tops a
dominantly European cast under
ducer George H. Brown and dir
Brian Desmond Hurst, all wo
from a compact, comprehensive s
by Robin Estridge.

Based on Vaughan Wilkins' n
"A King Reluctant," the setti
1795, with Great Britain at war
Republican France. Over T
sleepy Welsh town, floats a ball
a French balloon. From it is lan
terrified small boy (13-year-old
ard O'Sullivan, previously cas
nine British productions). The y
sudden arrival sets off a chain o
cumstances, some contrived,
legendary, all harking back to
rather intriguing question of just
happened to the young Dauph
Paris, who quietly disappeared
Paris where he had been impri
by the Republicans.

Belinda Lee, as an American
comes embroiled in the turm
post-revolutionary France when
provides a home for the boy
Jourdan, Royalist uncle, is willi
give his life to re-establish the
to his rightful throne. Keith Mi
is the villain of the piece—the R
lican invader who wants only to
ture the king.

The foregoing, understan
enough, is synopsis in brief of a
pictorial study of a bygone era
cinating in its approach, as w
dramatically compelling in ente
ment pattern.

Earl St. John, who functioned
ecutive producer for Pinewood
peopled the narrative with chara
zations and backgrounds that
in sustaining a mood.

Running time, 90 minutes. G
classification. Release, in July.

A.

Charles Koehler, 67

MILWAUKEE, Sept. 15.—C
D. Koehler, 67, former motion
ture operator and film distri
died here from a heart ail
Masonic services were held for
Koehler started his career in t
dustry selling candy in theatres
50 years ago. At one time h
erated his own film distri
agency.

Koehler also managed the
White House and Rose theatres
and had been a projectionist. H
worked for Film Arts Produ
Inc., until he retired five month
He is survived by his wife,
two sons, Jerome F. and Gor
of Milwaukee.

All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

.. 84, NO. 55 NEW YORK, U.S.A., WEDNESDAY, SEPTEMBER 17, 1958 TEN CENTS

Local Plan

OA May Try o Salvage -B Program

uld Save and Use Ideas :ampaign Dies in Month

the all-industry business-building paign falls by the wayside in the few weeks—and all indications ently point in that direction—tre Owners of America at its ention in Miami Beach next h may move to acquire the cam- and make it available to its bers and others for local or re- l use, it was learned yesterday.

e TOA idea involves clearing s to use campaign material, ad- sing copy and plans, and the aration of a press book incor- ing the material and adapted for use by interested exhibitors. ention approval for the move, presumably would entail an

(*Continued on page* 2)

ian Producer ds Formula Works

nning five prizes, including the l one last year at Venice, con- s Satyajit Ray he has a certain ula and a career in making pic- in India which have acceptance here. A former advertising agen- ist, he conceived, worked on, and

(*Continued on page* 4)

er Securities in Y. Astaire Studio

offering of securities of the Fred e Dance Studios Inc. (Metropoli- New York) is being made to the for first time at $1 per share by New York underwriting firm of E. Burnside and Co., Inc. Pur-

(*Continued on page* 4)

elevision Today Page 5

AN ARTIST'S IMPRESSION of the mighty Cyclops terrorizing Sinbad's men—one of the thousand-and-one Technicolor scenes filmed in Dynamation for "The 7th Voyage of Sinbad," starring Kerwin Mathews and Kathryn Grant... your Christmas package from Columbia Pictures!

[*ADVT.*]

Bergman Publicity Coordinator for 'Bess'

Maurice Bergman has been appointed executive coordinator for the special publicity organization which will work exclusively on the Samuel Goldwyn production of "Porgy and Bess," it was announced yesterday by Paul Lazarus, vice-president of Columbia Pictures.

Maurice Bergman

Bergman's appointment, the announcement said, is the first step in creating a global promotion

(*Continued on page* 2)

TOA Session Slated on Drive-Ins, Small Houses

Small theatre and drive-in theatre problems will hold the spotlight at the final session of the 11th annual national convention of the Theatre Owners of America, Oct. 21-25, at the Americana Hotel in Miami Beach, the

(*Continued on page* 2)

Telestudios Acquired By NTA in Expansion

National Telefilm Associates has acquired all of the preferred stock and more than two-thirds of the common stock of Telestudios, Inc., it was announced yesterday by Ely A. Landau, chairman of the board of NTA.

Telestudios, which is located here, is a producer of television programs and commercials which has pioneered in utilizing the video tape process of recording pictures and sound.

Landau said yesterday the new NTA acquisition was in line with its interest in video tape operations. NTA recently ordered a number of Ampex tape recorders for use at its owned and

(*Continued on page* 5)

New Compo Committees To Meet Here Tomorrow

First meetings of Compo's new legal and administrative committees are scheduled to be held here tomorrow.

The committees were appointed by the Compo executive committee at its meeting here last spring on the recommendation of Robert W. Coyne, Compo special counsel.

On the administrative committee are Irving Dollinger, Russell Downing,

(*Continued on page* 4)

Justice Says:

Don't Apply Para. Decree 'Narrowly'

Files Brief in Anti-Trust Suit of Eagle Lion Films

By **J. A. OTTEN**

WASHINGTON, Sept. 16. – The Justice Department told the Supreme Court that the Paramount Decree should not be applied narrowly by Federal courts in private anti-trust suits.

The Department filed a "friend of the court" brief in connection with the claim of Eagle Lion Films that lower courts erred in throwing out its anti-trust suit against Loew's and RKO theatres. The suit claimed independent distributors did not have access to the first neighborhood run theatres in New York City controlled by the two circuits.

To establish an alleged conspiracy,

(*Continued on page* 4)

Star of 'Harry Black' Eloquent About India

By **FLOYD STONE**

I. S. Johar is an affable, talkative, cultured man who stars in 20th-Fox's "Harry Black and the Tiger." He is an actor "accidentally," originally and preferably a writer, director, and producer, and apparently above all a man who thinks originally and talks

(*Continued on page* 4)

U.S. Supplied 66% Of India's '57 Films

From THE DAILY Bureau

WASHINGTON, Sept. 16. – The United States supplied approximately two-thirds of the feature films certified for exhibition in India during 1957, according to a report prepared by Earl H. Young of the Commerce Department's film section.

Young suggested U.S. films would fare even better now as a result of the agreement with India relaxing import restrictions effective Jan. 1, 1958.

United Kingdom was listed as the

(*Continued on page* 4)

PERSONAL MENTION

WILLIAM J. HEINEMAN, United Artists vice-president and domestic distribution head, will leave here at the weekend for Montana on his annual hunting trip in the Rockies, returning Oct. 6.

•

Barney Balaban, president of Paramount Pictures, has arrived in Hollywood from New York for two weeks of studio conferences.

•

Nathan D. Golden, head of the film division in the U. S. Department of Commerce, will leave New York on Saturday for Germany, where he will attend the International Photographic and Motion Picture Exhibition in Cologne.

•

James E. Perkins, president of Paramount International, returned to New York yesterday from Mexico City.

•

Marty Wolf, Altec Service Co. sales manager, has left New York for a visit to the Altec Lansing offices at Anaheim, Cal.

•

Max Chasens, general manager in Atlantic City, N. J., for Hamid Theatres, won the president's cup in the tournament held at the Linwood Country Club there.

•

Russell Hadley, Paramount London executive, will leave here by plane today for England.

•

Carl Foreman, producer, accompanied by **Mrs. Foreman** and their daughter, will leave New York today aboard the "Queen Mary" for Europe.

•

James Coyne has relinquished his post on the sales staff of Universal-International in Philadelphia.

•

Robert Mitchum and **Julie London** have been elected to membership in the American Society of Composers, Authors and Publishers.

•

Karl Malden is in New York from Hollywood.

•

Ted Harris, managing director of the State Theatre, Hartford, became a grandfather for the fourth time with the birth of a son to his daughter, **Mrs. Marvin Koppel**, of Louisville, Ky.

•

James MacArthur, star of Walt Disney's "Third Man on the Mountain," will return to New York from Switzerland late this month.

TOA May Try to Save B-B

(*Continued from page* 1)

appropriation with which to meet costs involved, would be sought if convention sentiment was favorable, it was said, and if the b-b campaign on a national level is considered to be dead a month from now.

The main idea would be to help make the best ideas of the campaign available to interested exhibitors, rather than permit all of the good work and planning that has gone into the campaign to be wasted.

It was learned yesterday that there has been practically no response in recent weeks to the final urging of campaign workers for sufficient additional contributions to make a start on the radio phase of the campaign, at least. However, with the poor response which followed, and the instructions of some contributors who had sent in more than the first one-third of their pledges to have the excess placed in escrow, the cash position of the campaign is less favorable now than before.

Another $40,000 Necessary

It is now estimated that at least another $40,000 is needed to make up the exhibitors' share of the $300,000 radio campaign, plus production expenses. At the same time, even should the sum be raised by exhibition, distribution still has not indicated that it would agree to participate in a business-building program which had been reduced to a single radio campaign, without the originally planned newspaper advertising and public relations campaigns too. In fact, there is considerable distributor sentiment against going ahead with a circumscribed program.

TOA was one of the originators and most persistent backers of the idea of an all-industry business-building campaign. That it may ask its coming convention to authorize an attempt to salvage pieces of the campaign plans for local use is the first indication that it is about ready to abandon hopes that the program can be rescued at this late date.

Its end would mean that about $150,000 in cash would have to be returned to contributors. The money is in escrow and records of the contributors have been kept, so presumably the refunding would present no difficulties other than to bookkeepers required to straighten out the payments.

No Successor to Bergman

Another indication that little further hope for the b-b campaign is held in other quarters came with the disclosure yesterday that there would be no successor to Maurice A. Bergman named as distributor coordinator for the campaign, maintaining headquarters at the Motion Picture Association. Bergman resigned to become executive coordinator of the special publicity-advertising organization to be set up by Columbia Pictures for Samuel Goldwyn's production of "Porgy and Bess," which Columbia will distribute.

$55,000 Campaign for 'Defiant' Bow Here

The opening of Stanley Kramer's "The Defiant Ones" at the Victoria Theatre here Sept. 24 is being backed by a record $55,000 advertising-promotion campaign, United Artists, the distributor, reported yesterday. A special team of public relations men, representing both Kramer and UA, are cooperating to create interest in the picture.

Highlights of the promotion include personal appearances of producer-director Kramer and stars Tony Curtis and Sidney Poitier on radio and TV shows as well as interviews with magazines and the press. In addition a special campaign has been underway aimed specifically at the Negro press, and there has been a series of special screenings for key public opinion groups.

Reopen Cleveland House

CLEVELAND, Sept. 16. – Jack Silverthorne and Jack Lewis will reopen the Mayfield Theatre, on Sept. 26, with a weekend policy.

TOA Conference

(*Continued from page* 1)

convention committee announced yesterday.

The session will be called the "Round Table Bazaar" and take place on Saturday afternoon, Oct. 25. Participants will be asked to speak two to three minutes on one of their problems for discussion by the entire group.

The convention committee, consisting of Mitchell Wolfson, honorary chairman and S. L. Gillette, Sumner M. Redstone and John B. Schuyler, co-chairmen, said that through this technique, they believe the problems of any individual operators will in the main be common to all theatremen, and that the session will serve to crystalize attention on main issues.

AIP Office in Milwaukee

MILWAUKEE, Sept. 16. – American International Pictures has opened an office here at 212 West Wisconsin Ave. Eddie Gavin is branch manager, with Marge Harris as booker, under B. J. McCarthy, Minneapolis, division manager.

May Produce Children's Pictures in Canada

Special to THE DAILY

TORONTO, Sept. 16. – Short
of children's films for the thea
may result in their production in
country.

The matter is being explored
representatives of interested organ
tions who will pattern their org
ization on Britain's Film Foundat

The money might come from
Canada Council, with both the Ca
dian Broadcasting Corporation
the National Film Board pitching

Name Bergma

(*Continued from page* 1)

and sales facility in connection
Columbia's distribution plans for
Goldwyn film.

At the same time Bergman
nounced his resignation as directo
publie affairs for the Motion Pic
Association of America. In that
pacity he was the distributors'
resentative in the industry's busi
building program. With the la
campaign now inactive there are
plans to appoint a successor to B
man, it was learned yesterday.

Bergman will leave here Sunda
assume his new position on Mon
the day that "Porgy and Bess"
into production. For the next t
months he will make his headqua
at the Goldwyn Studio in Hollyw
and plans to remain on the
Coast for several years.

'Colonel' Riding Higl Here and in Washingt

Columbia's "Me and the Colo
is continuing to do top business i
dual engagement in New York
also brought in outstanding gross
Washington, D. C., over the week
the company reported yesterday.

In Washington, where the pic
is at RKO Keith's, the film opene
Friday and for the first four days
$14,586, reported as topping any
lumbia film in that city for se
years. Meanwhile, in New York
combined gross at the Odeon and
Arts for the third week was $1
over the second week. At the O
the figure was $19,325; at the
Arts, $13,898.

O'Connor Resigns

Edward F. O'Connor has resi
as manager for Loew's Internat
in Cuba, effective Oct. 9, it was
nounced here by Morton A. Sp
Loew's International president. O'
nor will announce his future plans
following a vacation.

MOTION PICTURE DAILY. Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Floyd E.
Photo Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager, TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Vi
Canby, Eastern Editors. Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; Telephone HOllywood 7-2145; Washington, J. A. Otten, National Press Club,
ington, D. C.; London Bureau, 4, Bear St. Leicester Square, W. 2. Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents i
principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rocke
Center. New York 20, Telephone CIrcle 7-3100. Cable address: "Quigpubco. New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-
dent and Treasury; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 times a
as a section of Motion Picture Herald; Television Today, published daily as a part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fame. Entered as s
class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign. Single copies,

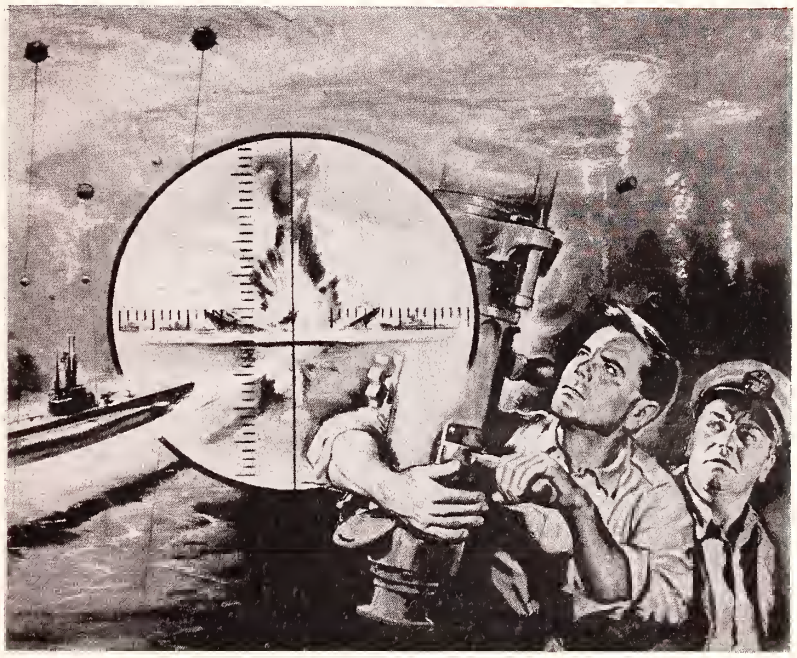
cial U. S. Navy Photograph

AS NAUTILUS NEWS SWEEPS THE WORLD!

TIMELY! TERRIFIC!

"TORPEDO RUN"

comes to pack theatres with the greatest submarine thrills of them all! In COLOR!



M-G-M Presents

GLENN FORD

ERNEST BORGNINE

in

TORPEDO RUN

Co-Starring

DIANE BREWSTER · DEAN JONES

Screen Play by RICHARD SALE and WILLIAM WISTER HAINES

Based On Stories by RICHARD SALE · In CinemaScope And METROCOLOR

Directed by JOSEPH PEVNEY · Produced by EDMUND GRAINGER

ELLING THE PUBLIC OASTTO-COAST!

howmanship premieres sponored by the Navy League of the . S. will echo across the nation. irst is Gala World Premiere, ash., D.C., Oct. 23, followed y many others including eattle, Pensacola, Charleston, ew York.

dvertised in 6 big national maganes and in all fan publications!

M·G·M BACK ON TOP IN '58!

Para. Decree

(*Continued from page* 1)

Eagle Lion relied heavily on the judgment in the Paramount Case. The District Court and Second Circuit Court of Appeals both ruled that the Paramount Judgment was not pertinent and admissible. Eagle Lion appealed to the high court, the court took the case, and argument is tentatively set for the week of Oct. 20.

Ruling Clarified

The Justice Department said it had an obvious interest in determining the scope of the Paramount Decree, and that it believed the appeals court had construed the decree too narrowly. The court, it said, had ruled that the Paramount findings as to conspiracy in the New York first subsequent run market applied only to the impact on other exhibitors, and did not involve independent distributors.

The Department argued the Paramount Judgment generally established that Loew's and RKO engaged in an illegal conspiracy excluding independent distributors from access to their theatres on a competitive basis. It said the appeals court should have viewed the Paramount Judgment and findings as a whole, and that the "piecemeal approach" taken by the appeals court "may well result in a distorted and often too narrow view of the issues decided by the prior suit."

Sees Independents Affected

It conceded that one particular finding cited by the appeals court did concern itself with the effect of the Paramount conspiracy on other exhibitors in the New York area, but said there was no reason to regard the finding as limiting the effect of the conspiracy to exhibitors. "On the contary," the government brief said, "when the finding is considered in conjunction with others dealing with the nationwide conspiracy, it is clear the conspiracy between Loew's and RKO in the New York subsequent run market did affect independent distributors by lessening competition between them and the Paramount defendent distributors.

Cites 'Lessened Competition'

"When the respondents' conspiracy in the New York subsequent run market is viewed against this nationwide pattern of 'interdependence' and 'collective' action, the Paramount Judgment clearly establishes that the distributors which were not parties to the 'existing arrangement' between the Paramount defendants in the New York first subsequent run market were necessarily at a disadvantage, and one which resulted in 'lessened competition' between them and the Paramount defendants. The Paramount Judgment thus constitutes prima facie evidence of a general conspiracy which denied independent distributors access to the New York first subsequent run market on a competitive basis."

On the basis of this interpretation, Justice concluded, the Paramount Judgment should have been admitted as prima facie evidence of a conspiracy affecting independent distributors in the New York first subsequent run market. It said Eagle-Lion still had the obligation to show that this conspiracy had an impact on Eagle-Lion, and the extent of any damages. The government makes no comment on this, it added.

REVIEW:

Man of the West

U.A.—Ashton—CinemaScope

GARY COOPER is standing at the end of the fightinest, shootinest western seen in many a day, but all of a gang of train-robbing pluguglies have bitten the dust of northwestern Texas (circa 1874) when at the finish he starts westward in a covered wagon with the only other surviving member of the cast, Julie London.

For the action fans it's 100 minutes of hair-raising movement during which Cooper takes a terrific beating in a fist fight, but beats everybody to the draw in the deadly pinches after he gets possession of a gun. Interest is concentrated on the principals and their motivations rather than on mass movement scenes.

There are no cattle, no stagecoaches, no chase. Cooper is robbed of 600 dollars his neighbors have given him to hire a school teacher in Fort Worth when his train stops for water and wood. When the train leaves he is lying at the bottom of an embankment, Miss London and Sam Beasley, a con man (Arthur O'Connell) are stranded, too.

From there on Cooper is determined to get the money back. He soon locates the gang and it develops that he had been a member 20 years earlier. It's a display of extraordinary persistence and foolhardy courage, because all the gangsters except one, Lee J. Cobb, who has the role of a senile leader with a dominating personality, are ready to shoot.

There is one long sequence in the bandits' cabin where the drunken sadists order Miss London at gunpoint to remove her clothes, while one of them holds a knife against Cooper's throat.

This is pretty rough material for the juveniles who make up an important share of the western audiences. Again in the closing sequences when Cooper starts away with two of the men ostensibly to rob a bank he warns the old man to stay away from the girl. When he returns after having killed his two companions he finds her weeping on the floor of a covered wagon. The implications are plain.

Cobb's presentation of the psychopathic leader is a vivid performance.

Cooper's drawing power, backed by his rough-and-tumble performance, should make the production an important grosser. Walter H. Mirisch was the producer and Anthony Mann the director. Reginald Rose did the screenplay from a novel by Will C. Brown.

Running time, 100 minutes. Adult classification. Release, in October.

Compo Committees

(*Continued from page* 1)

Philip Harling, Martin Levin, Ben Marcus, Abe Montague, R. J. O'Donnell, Walter Reade, Jr., and Solomon Strausberg. Members of the legal committee are Emanuel Frisch, Herman Levy, Abram F. Myers, Sidney Schreiber and Harry Smetkin.

Wagner As Sponsor

Mayor Robert F. Wagner has joined Governor Averell Harriman, Frank M. Folsom, Paul Felix Warburg, Andrew Goodman and Adam Gimbel as a sponsor of the October 1 benefit premiere of "The Big Country" at the Astor Theatre here. Proceeds of the opening night performance of the new film will be donated to the National Jewish Hospital at Denver.

Offer Securities

(*Continued from page* 1)

poses of the offering are to launch a new operating company which will open several new Fred Astaire dance studios and franchise others in the New York metropolitan area and to obtain funds to expand a wholly-owned finance company, Student Budget Corp.

Astaire Is Chairman

Fred Astaire Dance Studios (N.Y.) is controlled by the parent company, Fred Astaire Dance Studios, whose chairman of the board is Fred Astaire. Chester F. Casanave is president of the New York company and Charles L. Casanave, Jr., executive vice-president.

U.S. Supplied

(*Continued from page* 1)

next most important source of Indian film fare.

India produced 293 feature films in 1957, just below the record high of 296 in 1956, the report stated. It estimated that about $2,400,000 was earned by exporting Indian films during 1957, and that an Export Promotion Council will be set up shortly to boost this figure.

'Harry Black

(*Continued from page* 1)

strongly about his native India, a
even about actors.

Yesterday at his suite in the Alg
quin, where he stays while particip
ing in the ballyhoo for the pictu
opening tonight, he inveighed agai
Indian censors, government antipat
native apathy, national corrupti
monsoons, and the star system.

Describes Star System

Taking the last first, stars in
country have *the* system. A produ
with difficulty bids for them, fin
signs them, customarily gives th
advance publicity, pays for it too,
then pays salaries which, he insist
for one star could be half a pictu
cost. Stars work habitually in
perhaps 20, pictures simultaneou
and their time is sparse, so a produ
doesn't write the story until they
pear. This, he commented, makes p
duction difficult. So does the star
inadvertently brings the wrong sc
And the star who doesn't like a
—and changes it.

"I wish the public would get ti
of seeing the same old stars," he s

That public, too, demands so
and at least 20 reels, or, he s
they'll burn down the theatre. As
the government and its censor gr
—the first is self conscious, and sen
the mood the second is hyper-criti
and, he insisted, without standards.
made two pictures first banned
then released, and has been threate
with jail. He has been popular,
popular, and popular, as he put it

'Under the Counter' There

He had a word about taxes.
India, it's "normal not to pay." In
industry, normal not to pay 90
cent. Ten per cent salary is in
contract, the rest "under the coun

"That is the one thing," he c
mented, "on which stars, and I,
the industry are united!"

He had a word about Russian fi
they're not doing well. The Russi
he averred, now are proposing to s
two Russian films for one Indian.

Indian Producer

(*Continued from page* 1)

by persistence and good for
achieved West Bengal government
in making "Pather Panchali." He
yesterday at a luncheon at which
tributor Ed Harrison introduced
that he worked with themes com
to humanity—the family unit and
realization struggles of its con
nents—and gave international re
ntion and "identity" through st
and studied visual appeal. Ray
guest of the State Department, du
August participated in the Robert
herty Foundation seminar at Bra
boro, recently visited Hollywood,
will oversee his picture's pre
Sept. 23 at the Fifth Avenue Cin
He said he felt at home here bec
American films in a sense educ
him, and certainly at home with
Hollywood film makers and Ver
students of the film art because ev
where film makers speak the s
language.

Television Today

elestudios

(*Continued from page* 1)

ated stations WNTR-TV in the
York metropolitan area and
SP-TV in Minneapolis—St. Paul.

he video tape process, which is
cted to provide independent sta-
; the opportunity of producing
own shows at reasonable costs,
en as assuming an important role
ture TV programming. NTA plans
se the video tape machines in de-
ping a formula for production of
vs to distribute TV programs to
ons over the country.

present Telestudios is said to be
only independent studio producing
o tape commercials and programs.
ddition to its studios Telestudios
s to develop mobile units to util-
video tape on location work.

he Telestudios stock being ac-
ed by NTA includes the shares
by George K. Gould, president
treasurer, and stock held by other
bers of Telestudios management.
ld will continue as president and
ating head of Telestudios.

TA has agreed to offer to purchase
f the other outstanding common
of Telestudios at $1.75 per share,
ble at the option of NTA in NTA
mon stock or NTA debentures.
offer will be made after various
ssary legal formalities have been
pleted, it was stated.

eativity Growth
lled Need of TV

Special to THE DAILY

TTSBURGH, Sept. 16.—Televi-
s future growth will be in its con-
ng effort in creative programming
r than in reaching more homes,
s G. Cowan, president of the CBS
vision Network, told a meeting of
Pittsburgh Advertising Club here
y.

inting out that television within
years grew from tiny coverage to
illion homes, Cowan emphasized,
ever, that the people in those
es must continue to be provided
more exciting and better pro-
ming."

wan stressed that television must
nue to improve in quality and in
re if it is to be "the vital force
all of us expect it to be." If net-
television were to continue with
ame programs and patterns of the
nt and the past it would settle
a stage of ineffectiveness, he said.

e Joins MCA-TV

rry Lee, formerly Western sales
ger for Official Films, has joined
-TV's Western sales staff under
Greenberg, vice-president in
ge of the West Coast office of
company's Film Syndication Di-
n. Lee's area of operation will
de Southern California, Arizona,
Vegas and Colorado.

Colleges Will Credit NBC Science Course

More than 300 colleges and universities across the country are planning to carry for credit the college course in basic and atomic physics which the National Broadcasting Company will televise on its coast-to-coast network five mornings a week beginning Oct. 6.

As described by Robert Sarnoff, chairman of the board of NBC, at a press conference here yesterday, the program is designed to meet the emergency needs in American education today to raise the level of science teaching in our schools.

The program, which will be taped in advance and will be seen from 6:30 to 7 A.M. in each locality, is aimed primarily at high school teachers who lack science teaching credits. However, it is expected that college students and some advanced high school students also will take advantage of the course.

50 Outlets Have Signed

To date, 50 stations have cleared time for the programs, but that total is expected to rise to more than 100 by the time the course gets underway next month.

Co-sponsoring the show with the network, which is providing its know-how as well as its time and facilities, are the American Association of Colleges for Teacher Education, the Ford Foundation and the Fund for the Advancement of Education. In addition the following corporations are making substantial contributions to help defray the costs: American Telephone & Telegraph, IBM, Pittsburgh Plate Glass Co. and United States Steel.

The chief teacher in the course will be Dr. Harvey E. White, professor of physics at the University of California in Berkeley, with other internationally known scientists participating from time to time. Dorothy Culbertson will be producer and Martin D. Einhorn the director of the series.

TPA Sold to ITC; Kingsley President

From THE DAILY Bureau

HOLLYWOOD, Sept. 16.—Jack Wrather, chairman of the board of Independent Television Corp. (ITC) and Milton Gordon, president of Television Programs of America (TPA) have jointly announced the sale of TPA, including all of its subsidiaries and assets, to ITC. The total consideration was $11,350,000.

Walter Kingsley, president of ITC, will be president of the new enlarged organization, according to a further joint announcement by Wrather and Michael Nidorf, vice-chairman of ITC and representative of Associated TeleVision Ltd., of London on the ITC board.

Film on Barnum Slated By Jurow and Shepherd

From THE DAILY Bureau

HOLLYWOOD, Sept. 16.—Martin Jurow and Richard Shepherd, producing team who just signed a 12-picture deal at Paramount, to be delivered over a six-year period, today announced that their first film, "The Fabulous Showman," a biographical account of life and exploits of P. T. Barnum, will aim to reflect spirit and ingenuity needed to sell today's attractions.

The producing team plans to engage at least 25 of world's leading comedians from various countries for integrated roles, influenced by Mike Todd's successful formula for "Around the World in 80 Days."

Before engaging in this multi-million-dollar venture, which will cover Barnum's activities, from time he brought Jenny Lind to this country until he started "big top" circus, the producers will complete "The Hanging Tree" at Warners, and will arrange a production schedule to complete their only other outside commitment, the filming of Tennessee Williams' temporarily titled "The Fugitive Kind" for United Artists, starring Anna Magnani and Anthony Franciosa.

Hervey Leaving Para.

HOLLYWOOD, Sept. 16. — Andy Hervey, for 14 years in the Paramount publicity department, seven of them as assistant publicity director, has resigned and will leave in October for Arizona and New Mexico in connection with personal business interests.

Hervey, a veteran of many years in the industry, started as an office boy in the D. W. Griffith organization and has since been publicity director for Warner Brothers and head planter at RKO Radio.

PEOPLE

George Lewin, chief of the Pictorial engineering office, Army Pictorial Center, Long Island City, N.Y., has become the second man in the history of the Society of Motion Picture and Television Engineers to be honored with two awards in one year. He has been designated as the recipient of the Samuel L. Warner Memorial Award for outstanding contributions to sound for motion pictures, also the Journal Award for the outstanding paper published in the society's Journal during the preceding year.

□

Robert W. Bucher, formerly a division staff member in sales with Mobil Overseas Oil Co., and **Robert D. Mitchell**, who has been manager of employee relations with the Okonite Co., Passaic, N. J., have joined the headquarters staff here of Association Films, Inc. **Bucher** will have sales responsibilities, while **Mitchell** has been given administrative and personnel duties.

□

James O. Skaggs, formerly assistant manager of Interstate's Esquire Theatre, Dallas, has been named manager of the circuit's suburban Lakewood Theatre, succeeding **J. C. Casler**, who has retired.

Correction

The annual convention of Theatre Owners of North and South Carolina will be held at the Fort Sumter Hotel in Charleston, S. C., for three days starting Sunday, and not in Charlotte, N. C., as inadvertently stated in MOTION PICTURE DAILY yesterday.

This announcement is neither an offer to sell nor a solicitation of an offer to buy these securities. The offer is made only by the Offering Circular

NEW ISSUE

299,940 Shares

Fred Astaire Dance Studios

(Metropolitan New York), Inc.

Common Stock

(Par Value $.10 per share)

Price: $1.00 per Share

Copies of the Offering Circular may be obtained from the undersigned Underwriter

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"BLOB" DEVOURS L.A. BOX-OFFICES!

THE BLOB Insatiable... indestructible... indescribable!
THE BLOB
blood-bloated mass of man-eating slime!
THE BLOB in blood-curdling
COLOR!

First 5 Days in 36 Pre-release engagements...

BIGGEST IN YEARS!

Starring
STEVEN McQUEEN

and Co-Starring
ANETA CORSEAUT · EARL ROWE

Produced by
JACK H. HARRIS

Directed by
IRVIN S. YEAWORTH, JR.

Screenplay by
THEODORE SIMONSON and KATE PHILLIPS

From an Idea by IRVINE H. MILLGATE · A TONYLYN Production · Color by DeLUXE

GET READY NOW FOR THIS SLEEPER OF A CREEPER—FROM PARAMOUNT!

All
the News
That
s News

MOTION PICTURE DAILY

Concise
and
to the
Point

. 84, NO. 56 NEW YORK, U.S.A., THURSDAY, SEPTEMBER 18, 1958 TEN CENTS

ersifies

lm Shortage lamed for ınk's Losses

ef Reason for Sharp p in '58 Net, He Says

By PETER BURNUP

NDON, Sept. 17. — A "serious e" in the availability of films to attract the public is blamed Arthur Rank for the precipitous in operating profits of his vast mpire in a message released to iolders today.

net profit of the Rank compafor the fiscal year ended last 28, after taxes and other oharges, 550,060, compared to $3,830,r the previous year, as reported

(*Continued on page* 6)

l Keep Rank Firm e Despite Losses

From THE DAILY Bureau

NDON, Sept. 17.—The Rank Ortion has every intention of cong its Rank Film Distributors of ca, it was made clear at a press ence here today.

stioned concerning the status of merican adventure, J. Arthur said, "As we anticipated, the of entering the United States t proved a difficult one and has

(*Continued on page* 6)

Central Division dquarters to Detroit

headquarters of Warner Bros.' l division will be moved to Derom the company's home office w York, it was announced here lay.

central division will be estab- in Detroit next Monday at 2300 venue.

elevision Today **Page 7**

Good Weather, Strong Product Pull Albany Drive-in Business Up

Special to THE DAILY

ALBANY, Sept. 17.—A strong August and a fairly good September have enabled a number of Albany area drive-ins to reach or approach the record season of 1957. The outdoor theatres experienced a wretched start this year, due to cold and rainy weather. In June, some of them were said to be as much as 35 per cent behind the same period a year ago.

Business improved, with better weather, in July; boomed in August. The availability of box office product last month notably, "The Bridge On the River Kwai," and also "The Vikings" and "No Time For Seageants"—proved a potent factor. The first-named has recently played several repeat engagements, at 70 cents,

(*Continued on page* 3)

Picker Named Loew's Executive Vice-Pres.

Eugene Picker

Eugene Picker has been named executive vice-president of Loew's Theatres, it was announced yesterday by Leopold Friedman, president of the circuit. The appointment was made by the board of directors of the theatre company at a meeting Tuesday.

Picker, a vice-president of the company since 1954, is the son of the late David Picker, a pioneer motion pic-

(*Continued on page* 2)

List Tax Receipts for W. Va., Seven Cities

Amusement or admission tax receipts of the state of West Virginia and seven local governments, fiscal years of which end either on April 30 or June 30, were made public by COMPO yesterday as part of its continuing survey of state and local admission taxes. One of the municipalities—Stockton, Calif.—which formerly imposed a tax of two cents on all movie tickets, reduced the rate to one cent on admissions of 50 cents or less, effective June 26, 1958.

West Virginia reported amusement

(*Continued on page* 2)

Eiko Ando Begins Tour For Fox 'Barbarian'

Special to THE DAILY

PORTLAND, Ore., Sept. 17.—Eiko Ando, who stars in 20th Century-Fox's "The Barbarian and the Geisha," begins a cross country tour on behalf of the production here tomorrow. It will be climaxed with her arrival in New York next month for the Oct. 2 world premiere of the attraction at the Para-

(*Continued on page* 7)

Optimism Keys Meet Of Michigan Allied

Special to THE DAILY

DETROIT, Sept. 17. — An atmosphere of positive confidence prevailed at the opening session of the convention of Allied Theatres of Michigan, at which president Milton H. London presided here today.

Sign posts were said to point to fewer films on TV and availability of better and more product for thea-

(*Continued on page* 6)

Monte Kay Named V-P UA Records, Music Cos.

Monte Kay

Monte Kay has been appointed vice-president and general manager of United Artists Records, Inc. and United Artists Music Co., Inc., it was announced yesterday by Max E. Youngstein, president of both companies, which are subsidiaries of United Artists Corp.

At the same time Youngstein said that Alfred H. Tamarin, who has been acting vice-president of UA Records, will resume his association with the parent UA Corp., with which he had served for ten years

(*Continued on page* 7)

Effective Oct. 1

John Bertero New National Theatres Head

Elmer Rhoden Remains Chairman; Leve V.-P.

From THE DAILY Bureau

John B. Bertero

HOLLYWOOD, Sept. 17. — John B. Bertero was elected president and chief executive officer of National Theatres, effective Oct. 1, at a meeting of the board of directors here today. Bertero will succeed Elmer C. Rhoden, who remains as chairman of the board.

Other elections included that of B. Gerald Cantor, president of Cantor, Fitzgerald & Co., Inc., investment bankers, and a member of the board, as chairman of the executive committee of which he is also presently a member. Charles L. Glett, president of National Television Investments, an N.T. subsidiary, was elected vice-president of N.T. in charge of television operations.

In addition Spencer Leve, Southern California division manager, was elected vice-president in charge of theatre operations for National Theatres Amusement Co., Inc., the theatre

(*Continued on page* 3)

Tentative Date for 'Windjammer' in Cinn.

Stanley Warner Cinerama Corp. announced yesterday that it has tentatively scheduled Oct. 22 for the premiere of Louis deRochemont's "Windjammer" in Cinemiracle at the Capitol Theatre, Cincinnati, subject to the approval of the Department of Justice. Approval of the booking is required since the authorization both S-W and National Theatres, owners of the Cinemiracle process, have covers only production and exhibition of each process without authority for outside licensing.

PERSONAL MENTION

SIDNEY NEWMAN, of Magna Theatres, has returned to New York from key cities of the Midwest.

•

F. J. A. McCarthy, Universal Pictures assistant general sales manager, is in Toronto today from New York.

•

Charles L. Casanave, Jr., president of the Fred Astaire Dance Studios, is in Lawrence, Mass., from New York.

•

George Glass, executive producer with Walter Seltzer on "Shake Hands with the Devil," will leave Ireland next Tuesday for Hollywood.

•

J. P. Hudgens, office manager for Columbia Pictures in Atlanta, has returned there with his family from Florida.

•

Rodney Chalk, radio-TV director for British Information Services, will leave here over the weekend via B.O.A.C. for London.

•

Frederick G. Storey, president of Storey Theatres, Atlanta, has returned there with his family following a vacation in South Carolina.

•

Jack H. Harris, producer of Paramount's "The Blob," will arrive here tomorrow from Philadelphia.

•

James Garner, star of Warner Brothers' "Up Periscope," has arrived in Oklahoma City from the Coast to be guest of Gov. William Gary, who has proclaimed Saturday as "James Garner Day."

•

Mark Stevens left here yesterday for London via B.O.A.C.

•

Al Rook, of the Film Booking Service, Atlanta, has returned there with Mrs. Rook from Florida.

•

Marilyn Landers, daughter of George E. Landers, Hartford division manager for E. M. Loew's Theatres, is one of 10 sopranos from the California region receiving a six-week training program at the San Francisco Opera Co.

•

Gregory Peck and Mrs. Peck will be guests of honor here on Oct. 1 at a midnight supper and dance at the Waldorf-Astoria immediately following the gala premiere of "The Big Country," which Peck co-produced with William Wyler.

JACK WARNER'S RETURN

Col. Jack L. Warner, who suffered injuries in an automobile accident several weeks ago while on vacation in the South of France, has been pronounced by attending physicians as being well on the road to complete recovery. His fortunate escape from lasting impairment of the keen and resourceful characteristics that have colored his career is good news to his many friends within the industry and beyond.

In the industry of motion pictures, the early return now in prospect of Col. Warner to the post of chief executive officer of the company which bears his name is a development of major significance. Col. Warner has in motion picture production a unique record. No other person has for a like period of time been the chief and final voice of authority in the production of such an extensive and varied range of motion picture entertainment. It is a record studded with a list of motion pictures that have contributed mightily to the prestige and prosperity of the Screen.

In the vitally important need of product shrewdly attuned to the tastes and requirements of today's audience, the early return of Col. Warner to his post in Hollywood will be a happy event. That this event is now in early prospect is the source of gratification and thanksgiving, not alone to the Warner organization, but to the industry at large.

—Martin Quigley

Europe Newspapermen Make 'Hands' Junket

Special to THE DAILY

DUBLIN, Sept. 17.—Some 60 British and Continental newspapermen and radio-television reporters will be taken on their first Hollywood-style press junket tomorrow to visit the set and location of "Shake Hands With the Devil," the George Glass-Walter Seltzer production now being filmed in Ireland for United Artists release.

The Anglo-American press airlift is being carried out in a chartered British European Airways Viscount airliner which will land at Dublin airport. There, a group of Irish reporters will join the British and European newsmen and all will be transported by motor to the location site in the Wicklow Mountains.

The Irish Tourist Board will host a cocktail party for the press group and for James Cagney, Don Murray, Dana Wynter and Glynis Johns, stars of "Shake Hands With the Devil" Later producer-director Michael Anderson and executive producers Glass and Seltzer will be hosts at a conference at the Ardmore Studios, where the interiors are being photographed.

'Pacific' Richmond Hit

"South Pacific" in Todd-AO has grossed $60,747 in its first four weeks at the Willow Lawn Theatre in Richmond, Va., it was reported by Martin J. Sweeney, Jr., general sales manager of Magna, distributor of the picture.

List Tax Receipts

(*Continued from page* 1)

tax collections of $561,473.92 for the fiscal year ended June 30, 1958, as compared with $577,470.18 in the preceding fiscal year. These figures includes taxes on pinball machines, pool rooms and athletic events, in addition to motion picture admissions, which are not segregated from other amusement taxes.

The fiscal 1957-58 and 1956-57 receipts, respectively, of the seven municipalities with the current admission tax rate in parenthesis, follows:

Chico, Calif. (3¢ per ticket), $9,304.53 vs $9,143.73; Modesto, Calif., (3¢ per ticket), $14,385.21 vs $16,810.32; Stockton, Calif. (1 and 2¢ per ticket), $35,124.14 vs $40,977.00; Kankakee, Ill. (4%), $11,003.06 vs $12,137.67; Wood River, Ill. (4%), $2,045.90 vs $2,045.73; St. Albans, West Va. (1¢ per ticket for evening admissions), $285.93 vs $518.78 and Whitesville, West Va. (1¢ per ticket) $880.18 vs $900.18. Fiscal years of Kankakee and Wood River end on April 30, and all others on June 30.

'Maigret' Booked Here

"Inspector Maigret," mystery drama adapted from the Georges Simenon novel, "Maigret Sets a Trap," will have its American premiere at the Plaza Theatre here on Wednesday, Oct. 8. Lopert Films, Inc., will distribute the French production in the U. S.

Picker Named

(*Continued from page* 1)

ture exhibitor. While still a studer
in the High School of Commer
and, later, in the School of Econ
mics of New York University, your
Picker entered show business as
usher in one of his father's theatre
the Spooner, in the Bronx.

In 1921, a year after his fath
became associated with the late Ma
cus Loew, he was given an assig
ment in the circuit's film booking d
partment, later becoming assistant
chief film buyer, David Loew. Up
Loew's resignation in 1935, he su
ceeded to the job.

Named V.-P. in 1954

In 1946, he was appointed gener
manager of all Loew's New Yo
Theatre operations. Following th
physical separation of Loew's The
tres from Loew's, Inc. in 1954,
was named a vice-president of t
newly formed theatre company. Up
the resignation of Joseph R. Vog
from the theatre board in 1956,
was elected to fill the vacancy.

Picker is a member of the Moti
Picture Pioneers, Variety Clubs I
ternational, Cinema Lodge, a direct
of the Broadway Association, a dire
tor of the M.M.P.T.A., and chairm
of its executive committee. He also
fund-raising chairman of the W
Rogers Memorial Hospital.

His son, David Picker, is exec
tive assistant to Max Youngste
vice-president of United Artists, a
his daughter, Jeannie, is Mrs. Pa
B. Firstenberg.

Columnists See 'Earth' Shooting on Location

Universal-International, in co
junction with its production partn
Vintage Productions, has arranged
bring a group of national magazi
syndicated columnists to the Na
Valley, shooting location of "T
Earth Is Mine," near San Francis
Philip Gerard, Universal's Easte
publicity manager, accompanying t
first group which will include Floren
Somers of "Redbook"; Ed Miller
"Seventeen" and Mark Nichols
"Coronet," will leave New York o
the weekend for Napa Valley.

Following their Napa Valley vi
the group will go to the Univer
studios in Hollywood, where produ
tion is underway at this time
"Imitation of Life" and "No Na
on the Bullet."

New Dallas Exchange

DALLAS, Sept. 17.—W. S. "Le
Waid, formerly associated with I
public Pictures as a salesman for ma
years, has opened a new independ
film exchange here to be known
Cameo Pictures Distributing Co., I

MOTION PICTURE DAILY. Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Floyd E. Sto
Photo Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager, TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Vinc
Canby, Eastern Editors. Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; Telephone HOllywood 7-2145; Washington, J. A. Otten, National Press Club, Wa
ington, D. C.; London Bureau, 4, Bear St. Leicester Square, W. 2. Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in
principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefel
Center. New York 20, Telephone CIrcle 7-3100. Cable address: "Quigpubco. New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-Pre
dent and Treasury; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 times a y
as a section of Motion Picture Herald; Television Today, published daily as a part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fame. Entered as seco
class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign. Single copies, 1

PEOPLE

Romain Gary, the French consul ıeral in Los Angeles who wrote the x Goncourt novel, "The Roots of aven," will come to New York ;t month to attend the charity rld premiere of **Darryl F. Zanuck**'s ıptation of his book. The opening l be held on Oct. 15 at the RKO ace Theatre here for the benefit the Lighthouse.

☐

lax Steiner has been signed by ırner Brothers to compose the re for "The Hanging Tree," a oda production co-starring **Gary oper, Maria Schell** and **Karl lden.**

☐

rnest Hemingway has been in- d to be guest of honor at the rld premiere of the film version his story, "The Old Man and the ," to be held Oct. 7 at the Crite- ı Theatre here.

☐

imberly Beck, two-year-old ghter of film actress Cindy Rob- s, has been signed to play the ghter of James Stewart and Vera es in Warner Brothers' "The FBI ry," which Mervyn LeRoy is di- ing and producing.

☐

ussell Newton, assistant manager he Capitol Theatre, New London, ın., unit of American Theatres p., has been named manager of house, succeeding the late **Walter Murphy.**

☐

lmer Smith, formerly manager in Porte, Ind., for the Alliance Cir- , has been named manager of the ıley Warner Theatre, succeeding late Bill **Dworski.**

gion Scans 14 Films, aces One in Class B

he National Legion of Decency ewed and classified 14 pictures week with one placed in Class morally objectionable in part for

ı Class A, Section I (morally un- ctionable for general patronage) "In Between Age," "Light in the est" "Littlest Hobo," "Money, men and Guns," and "A Night to ıember." In Class A, Section II rally unobjectionable for adults adolescents) are "Accursed," "Ap- tment with a Shadow," "City of ," and "Date with Disaster." In s A, Section III are "Age of In- ity," "Harry Black and the Tiger," ırder by Contract," and "She Gods hark Reef."

ı Class B is "Night of the Blood t" with the objection based on a de in the plot solution being sented as an act of heroism."

Bertero Elected National Theatre President

(*Continued from page 1*)

operating subsidiary of National. In this post he will assume many of the duties of Frank H. Ricketson, Jr., whose resignation as vice-president, effective Sept. 30, was announced Monday. Various other activities formerly under Ricketson's direction, the company stated, will be assigned to other executives.

Both the resignations of Rhoden and Ricketson were predicted exclusively in MOTION PICTURE DAILY in a story that appeared Sept. 11.

10 on Directorate

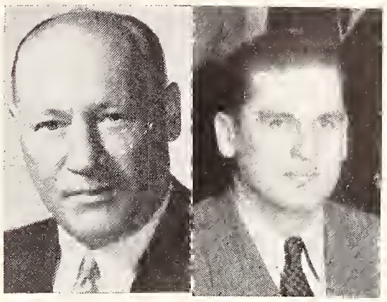
In addition to Bertero, Cantor and Rhoden, members of the board of directors are Samuel Firks, president of Consolidated Builders, Inc.; Glett, Willard W. Keith, president of Marsh & McLennan-Gosgrove & Co.; Alan May, vice-president and treasurer; Richard W. Millar, managing partner of William R. Staats & Co.; Jack M. Ostrow, certified public accountant and attorney, and Graham L. Sterling, Jr., partner, O'Melveny & Myers.

It is indicated that under the new management National Theatres will diversify further into allied entertainment fields. In this connection, there are presently pending negotiations with National Telefilm Associates, Inc., looking toward its acquisition.

Official Explanation Lacking

There has been no official explanation of the Rhoden and Ricketson resignations from their top National Theatres' management posts. However, trade reports are that influential stockholder dissatisfaction with results to date of the Cinemiracle and "Windjammer" introduction brought to a premature head a situation which found Rhoden and Ricketson already well along with plans for lessened activity.

It was recalled that Rhoden accepted the N.T. presidency after the death of Charles Skouras with reluctance and only at the urging of long-time associates. He is independently wealthy and has extensive interests in Kansas City, where for years he maintained headquarters as head of Fox Midwest Theatres before going to Los Angeles to head the parent company.



Elmer Rhoden Frank Ricketson

Ricketson, too, has numerous private interests in his home city, Denver, where he headed Fox Intermountain Theatres for long before moving to the Coast with Rhoden.

It is assumed that both have become eligible for retirement under N.T.'s terms and, in fact, had already made plans to resign as of the expiration of their current employment contracts. Rhoden's contract expires next June 1; Ricketson's had another year after that to go. Presumably, because of internal dissatisfaction and harassment, they decided to make the change.

Mentioned in connection with the internal N.T. stockholder dissatisfaction is Cantor, of the Cantor, Fitzgerald brokerage firm, who several times in recent years reportedly was about to wage a proxy contest for N.T. control. The Cantor group is said to own or control more than 200,000 shares. Rhoden owns 88,325; Ricketson, 30,042.

Bertero Joined in 1930

Bertero has been with the company and its subsidiaries since 1930. In addition to his service as general counsel, vice-president and a director of National Theatres, Inc., he has been an officer and director of Fox West Coast Theatres Corp. since 1934. Currently he is president of Fox West Coast Theatres Corp., National's principal subsidiary. Observers expect that he will continue to function as head of FWC, as did the late Charles P. Skouras.

Bertero, 54, is a graduate of Loyola University where he received his Bachelor of Arts degree in 1925, and of the law school of the University of Southern California where he received his law degree in 1928.

Commenting upon Bertero's ability, Rhoden said: "I am highly gratified with the election of Mr. Bertero to take office with commencement of the new fiscal year on Oct. 1 next. I have worked with him for many years and regard him as a man of sterling character and unusual talent as an executive. The company's best interests will be well served under his leadership."

Leve with Company 30 years

Leve has been with the company and its subsidiaries for 30 years, serving as district and divisional manager in Northern and Southern California for Fox West Coast Theatres.

Rhoden is an industry veteran, having started with the old General Film company in Omaha in 1912. He was associated with A. H. Blank there and the Old First National company. In 1920, he went to Kansas City as branch manager for First National. He organized Midwest Film Distributors, a state right organization, there in 1925. He began acquiring theatres in 1927 and organized the Midwest Theatre Co., which operated 45 theatres in Kansas and Missouri. These were sold to Fox West Coast Theatres in 1929, and Rhoden was continued as their division manager under Skouras operation. In 1931, Rhoden was placed in charge of all Fox Midwest theatres, and later was made president of Fox Midwest with headquarters at Kansas City. He became president of National Theatres in 1954.

Headed N.Y. Firm

Ricketson, after several years of newspaper work, joined the old Famous Players-Lasky exploitation department in 1921. He became head of Consolidated Theatres, New York, in 1924, and in 1929 became a division manager for Fox West Coast. He joined Hughes-Franklin Theatres in 1931, and joined Fox Intermountain in 1932, later becoming its president. He went to the National Theatres vice-presidency in Los Angeles with Rhoden in 1954.

Albany Takes

(*Continued from page 1*)

to satisfactory patronage. "The Ten Commandments" also did well in fortnight engagements at several ozoners.

"The Bridge On the River Kwai" originally at 90 cents; likewise, in spots, "The Vikings." An adult admission of $1.25, with a 50-cent rate for children six to 12, prevailed for "The Ten Commandments."

At present, some drive-ins are reported even with, or a little ahead of, last year. Others are said to be only five or six per cent behind.

'Blob' Is Big Hit

Paramount's "The Blob" in Tuesday finished the first week of its multiple-run world premiere engagement, garnering in excess of $175,000 in the 38 Southwestern theatres, 18 of which were in the Los Angeles metropolitan area. Day-after-day capacity business was reported by the majority of theatres in which the film opened. Long lines characterized virtually all the first-week showings of the film, Paramount said.

U.S. Steel Films Seen By 12,000,000 in 6 Mos.

Special to THE DAILY

PITTSBURGH, Pa., Sept. 17.—Motion pictures sponsored and distributed by United States Steel Corporation were seen by audiences totaling nearly 12,000,000 people during the first six months of 1958, it was announced today. A report on the operation of the corporation's five film distribution centers showed 11,601,764 persons in attendance at 31,201 showings of U.S. Steel films.

Has Offices in Four Cities

U.S. Steel maintains film distribution centers here and in New York, Chicago, Birmingham and San Francisco, each containing multiple prints of 32 different film subjects which are available to educational, social, fraternal, church and other such groups. Of the total showings made from January through June of this year, 64 per cent were made to educational groups.

1 - 2 -

Watch Warners O

FOUR TERRIFIC ATTRACTIONS—AND NEW YORK'S G

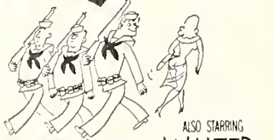
WORLD PREMIERE
CAPITOL, N. Y., SOON

BIG BOOKING FLASH!
500 theatres are massed
for giant South, Southwest
and Midwest launching
following New York!

ANDY GRIFFITH

Goofin'-up the Coast Guard
in the terrific follow-up
to "No Time for Sergeants"
as

Onionhead



CO-STARRING
FELICIA FARR

ALSO STARRING
WALTER
MATTHAU

ALSO CO STARRING
ERIN O'BRIEN · with Ray Danton · James Gregory · Joey Bishop · Roscoe Karns
JOE MANTELL · Screenplay by NELSON GIDDING · Produced by JULES SCHERMER · Directed by NORMAN TAUROG

WORLD PREMIERE
SIMULTANEOUSLY COAST TO COAST NEXT WEEK—AND
ROXY, N.Y., SEPT. 26

A GEORGE ABBOTT and STANLEY DONEN PRODUCTION

damn yankees

TECHNICOLOR®

OVER 3 YEARS ON THE STAGE!
OVERWHELMING ON THE SCREEN!!

Starring
TAB HUNTER
And the dynamic
red-headed darling
of the show
GWEN VERDON
with all the show's
stars including
RAY
WALSTON

Screenplay by GEORGE ABBOTT Based upon the play "DAMN YANKEES" Book by GEORGE ABBOTT and DOUGLASS WALLOP
Music and Lyrics by RICHARD ADLER and JERRY ROSS Produced by BRISSON, GRIFFITH and PRINCE Choreography by BOB FOSSE
Produced and Directed by GEORGE ABBOTT and STANLEY DONEN

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n'em With a Roar!

E WAY BECOMES THE GREAT WARNER WAY SOON!

PREMIERE

CITY MUSIC HALL, N.Y.

TTRACTION

IMMONS

ATIC STAR OF STARS IN

ome
ore
ark

STARRING

G · EFREM ZIMBALIST, JR. · A MERVYN LEROY PRODUCTION

RT BASSING · Directed by MERVYN LEROY

and!!

WORLD PREMIERE

CRITERION, N. Y., OCT. 7–ALL SEATS RESERVED

SPENCER TRACY

in

Ernest Hemingway's

PULITZER AND NOBEL
PRIZE-WINNING STORY

THE OLD MAN AND THE SEA

IN WARNERCOLOR

Screenplay by PETER VIERTEL *Produced by* LELAND HAYWARD *Directed by* JOHN STURGES

Music Composed and Conducted by DIMITRI TIOMKIN

REVIEWS

Kill Her Gently

Columbia

Hollywood, Sept. 17

Good performances by Griffith Jones, Maureen Connell and Marc Lawrence carry this one over the hurdle of a routine action melodrama. Paul Erickson's screenplay is favored by exciting opening footage covering an escape of two convicts from a prison outside London.

The convicts, Lawrence and George Mikell, manage to hitch a ride with swarthy Jones who helps them past a road block. Jones, who, we later discover, has been a mental case, finds this an opportunity to make a deal with the two men to kill his wife, whom he despises.

Holding the wife hostage in her home until Jones is able to raise the money in payment for the job, Lawrence tries to force his attentions on the maid in a neighboring house, then kills her, since she knows too much.

Miss Connell realizes her husband is crazy when he returns with the money received by selling his car. She tries phoning her doctor friend to come to her rescue. Lawrence stops this, but is compelled to fight Mikell, who gets shot in the back. Jones insists that Lawrence finish off his wife, but the plot backfires as the doctor intervenes and the police discover it was Jones' car that helped the convicts escape. While trying to elude the police in a jeep. Jones runs into Lawrence and receives a bullet in return from Lawrence's gun.

Guido Coen produced and Charles Saunders directed the Fortress Film production.

Running time, 75 minutes. General classification. Release, in October.

Samuel D. Berns

Hot Rod Gang

American-International

Hartford, Sept. 17

Market-wise James H. Nicholson and Samuel Z. Arkoff, whose releases seem to hit the domestic scene with the commanding inevitability of a Page One headline and resulting word-of-mouth buildup, follow true to form via "Hot Rod Gang," which lists Charles Buddy Rogers as executive producer, Lou Rusoff as producer and Lew Landers as director.

The Rusoff story and screenplay offers a basic premise at the opening, adheres to a steady diet of reasonable suspense and then rushes, within confines of 72 minutes running time, for the happy fadeout. John Ashley, with the highly improbable screen-name of John Abernathy III, is impeccably groomed, carefully mannered while living up to the standards set down in his grandfather's will. Unknown to his maiden aunts, however, he sneaks out of the huge mansion at night, seeks his own age level in the hot-rod atmosphere.

As day must follow night, he is asked to participate in some shady dealings, urged on him by equally shady characters. Jody Fair, the girl friend, takes immediate dislike to such goings-on, and Ashley, bearded, moves into the singing world, ostensibly to raise money for the hot-rod aggregation. Steve Drexel, a sneaky teen-ager if there ever was one, nearly tosses in the towel on the Ashley-Fair scheme, but all's well after differences are resolved in hot-rod duel.

Running time, 72 minutes. General classification. Release, not set.

A.M.W.

Shortage of Films Blamed

(*Continued from page 1*)

in Motion Picture Daily in its issue of Sept. 3.

At a press conference here today, Lord Rank said the product availability problem exists despite the fact that the more limited number of films now being made "are attractive at the box office."

He cited as contributory causes of the profit decline the increasing competition of television, resulting in a disastrous decline in theatre admissions, and the consequential cutback in sales of theatre concessions.

Rank estimates that Britain's theatres need 208 first feature films with high public entertainment acceptability annually. "These are unavailable and are unlikely to become available in the foreseeable future," he said. "In fact, the drastic cut in Hollywood's output is most disturbing," he added.

Had Profit Last Year

Significantly, however, his companies' financial statement discloses that Rank's own production and distribution activities resulted in a loss of £1,264,000 ($3,539,200) in the last fiscal year, compared to a profit of £719,000 ($2,013,200) in the preceding year.

Rank was asked about this, and particularly regarding the outstanding success of "South Pacific" in Todd-AO which has occupied Rank's Dominion Theatre here for 23 weeks and is still going strong. On being asked why Pinewood couldn't make a "South Pacific," Lord Rank replied that " 'South Pacific' is a lucky shot, and they aren't made every day in the week."

He claimed that he is installing new processes in his theatres wherever feasible and in the last 10 years has spent £13,700,000 ($38,360,000) for modernization and maintenance of his theatre properties.

Production Loss Unexplained

Nevertheless, the question remained unanswered at his press conference why, in a period of declining product supply, his production program, buttressed by the assured outlets his theatres provide, now loses in excess of £1,000,000 ($2,800,000).

Lord Rank's message to stockholders seeks to comfort them with hopes for improvement from earnings of his expanding record and dance hall businesses, and from such extra-mural activities as the Rank Precision Industries group and, particularly, the Organization's debut as a television program contractor.

His statement says, "We look to make profits (in these new areas) but they are unlikely to be reflected in our accounts until the year ending June, 1960."

The statement's recurring theme is that the film industry must "rationalize" itself. Neither Lord Rank nor his managing director, John Davis, would permit themselves to be drawn into a definition of the term "rationalization," The Rank statement admits that the film industry at large is loathe to adopt Davis' plea for rationalization, made in an article which he wrote last month for the British National Provincial Bank Review.

Favors 'Compensation Fund'

In that article Davis implied that a rationalization of Britain's exhibition problem called for a reduction in the number of operating theatres to a point consistent with economic and public service requirements. With attendance here continuing to decline, he suggested the closing of 1,000 theatres might be the answer, and said the problem calls for a compensation fund, to be created by a seat levy administered by the industry. He added that because the industry apparently will not tackle rationalization, the Rank Organization has been quietly carrying out its own.

Lord Rank said today he will continue to press for rationalization and promised an elucidation of his plans in this regard in about a week.

Meanwhile, his statement added: "Many more cinemas will inevitably close because of lack of profitability."

To Keep Rank Here

(*Continued from page 1*)

been aggravated by the deterioration in general conditions in that market.

"Losses inevitably have been incurred, but we are persevering with the venture. It is important not only to our organization, but to this country's industry as a whole. The development loss on our American distribution has been written off against profits in its entirety." Rank said.

Heads Official Sales

Official Films, Inc., has announced that Stan Smith, recently named a vice-president of the company, has now been appointed to head the sales department. Smith's first duties will be to expand Official's present sales department by adding more executive salesmen to initiate a full-scale sales effort.

Roxy Stage Stars

Stars of "Curtain Call," the first stage show under the new policy of the Roxy Theatre here, will be Jennie Smith, Evelyn Page, and the John La Salle Quartet. Supporting them will be the Roxy Dancers Moderne, and the Roxy Theatre Orchestra. Screen attraction, also starting Sept. 26, will be Warners' "Damn Yankee."

Mich. Allie

(*Continued from page 1*)

tres. Speakers stressed the belief the industry can look forward to attainment of new heights.

The convention opened Tue after registration with a coc party hosted by James Nichol president of American-Internati Pictures and Jack Zide, presiden Allied Film Exchange. Cola- gave a dinner dance, where Raitt sang.

Nicholson was the principal sp er at the luncheon today at Sheraton Cadillac Hotel given b and L Concession Co. Optimism also his keynote. He finds Hollyw turning from exhibitor-producer f ing to an attitude of "partnersl and foresees improved product. company, he said, is pledged to derly distribution. Exhibitors che when he promised no sales to T

TV 'Incidental Entertainment

Nicholson called TV "incide entertainment" and said that mat viewers can now be moved ou living rooms into theatres. He poi to July-August theatre audier which one week reached 72 mi compared to the previous norn 55 million. He urged exhibitor tell producers the types of film feel they could sell, and called improved and intense exhibitor sh manship.

Harold Brown, president of Ur Detroit Theatres, reported that major circuits have pledged fund lections for the Will Rogers Mem Hospital, and that radio and TV operating for the first time. He Michigan will raise 400 per cent r this year than last.

At today's closed business mee the following were elected to advisory committee: Sam Bar Carl Buermele, Lloyd Chrysler, liam Clark, Lou Mitchell, all of troit; John Himmelein, of Saint shores, and Clive Waxman of G Rapids.

New Directors Voted in

The new board of directors v in were: Irving Belinsky, Ad Goldberg, B. L. Kilbride, Jr., Lon Fred Sweet, William M. Wetsr Lou Lutz, Del A. Ritter, Roger inson and Alden W. Smith, all troiters.

Out-state directors will be E Samuel, Wayne C. Smith, Dolores Cassidy, Frank Foreman C. Johnson, Art Rice, Emmett Ro Frank R. Spangle, and Jack D. Lo

New officers will be elected at next regular board meeting.

Conventioneers and their wives tended a screening of "Damn kees" at the World Theatre this ev ing followed by a late supper refreshments at the Variety Clul

'Torpedo' Bow Oct. 2

M-G-M's "Torpedo Run" will h its world premiere in Washing D. C., at Loew's Capitol on Wed day, Oct. 23. The Navy League sponsoring the opening.

ay Is Named

(Continued from page 1)

to joining the recording and c subsidiaries.

the field of popular music Kay cognized as a pioneer of the jazz ert and festival and also as a cal "star-maker." He played a role in the organization of such centers as the Royal Roost, Bird- and Bop City, and introduced roadway and national audiences y Belafonte, Pearl Bailey, Errol ner, the Modern Jazz Quartet Chris Connor.

e was musical director of Harold i's Broadway show, "House of ers" and produced "Jazz Under Stars in Central Park," which nted virtually every important musician and vocalist during its run in New York in 1957.

y is married to Diahann Carroll, g singer now under contract to ed Artists Records and currently ed in the film version of "Porgy Bess."

o Ando Begins

(Continued from page 1)

it Theatre. Miss Ando stars op- e John Wayne.

ss Ando will meet with press, and television representatives tomorrow in addition to exhibi- and other opinion-makers, who been brought in from surround- areas. Following her activity on lf of the picture, the Manchurian- beauty will go to Spokane, Min- olis, Chicago, Cleveland, Detroit, ourgh, Philadelphia, Akron, iington, D. C., New York and y Los Angeles and San Francisco, to her return to Japan.

o aiding "The Barbarian" will rector John Huston, who arrives ew York next week for advance itation. More than 400 engage- s of the film will begin October, d by a national advertising and city campaign.

est' Book Tie-Up

ited Artists has completed a tie- ith Dell Publications on behalf e Walter M. Mirisch Production Of The West." The Dell 35- fictionalization of the story will erchandised by over 150,000 re- outlets in 33 exchange areas. locations include book stores, tment stores, chain stores, drug and supermarkets from coast to

es' in London

nley Kramer's "The Defiant " will have a gala London pre- at the Odeon Leicester Square re tonight, it was announced by Arnold M. Picker, United s vice-president in charge of for- distribution. British Royalty, bers of Parliament, High Com- oners of the various Dominions he Archbishop of Canterbury will d the opening.

Television Today

Flamingo Will Open New Sales Offices

Flamingo Telefilm Sales, Inc., will open two new sales offices, it was announced by Herman Rush, president.

A new office in Atlanta will be headed by Jeff Davis, who has returned after a leave of absence. Davis has been in the television film industry for a great many years, serving the South.

George Gilbert, previously an account executive with Official Films, joins Flamingo to cover the Ohio Valley and Michigan areas. The new offices are in operation to handle the sales of Flamingo's "Citizen Soldier" series.

Mathieson, Renault Sponsor 'Small World'

Olin Mathieson Chemical Corporation and Renault, Inc., imported automobiles, have signed for sponsorship of "Small World," the new Edward R. Murrow-Fred W. Friendly series, which will make its debut over the CBS Television Network on Sunday, Oct. 12, it was announced by William H. Hylan, CBS Television vice-president of sales administration.

Olin Mathieson and Renault will alternate in its sponsorship of the series for the first 12 weeks, after which Olin Mathieson will sponsor the next 14 programs on a consecutive weeks exclusive basis.

One Man's TViews

By Pinky Herman

NBCongratulations are very much in order. We refer of course to the new "Atomic Age Physics" course which this net will inaugurate Oct. 6 and for which 300 American colleges and universities will provide college entrance credits to about 15,000 high school science teachers. In one fell swoop, NBC has taken a giant step in preserving and protecting our present and future way of life. . . . The way Art is blazing a music trail at WNTA-TV these days what with his deejay stints, his "Jazz Party" and his new "Rate The Record" series, we're prompted to say, that there's a FORD but most assuredly in that station's future. . . . The first television series "Encounter," originating in Toronto, Ont., Canada and produced by Esse W. Ljungh for the Canadian Broadcasting Corporation, will be launched TVia ABC. The program, consisting of four complete dramas, will be seen on Sundays (9:30-10:30 P.M.) starting Oct. 5 and has been a top-rated series with our Northern neighbors for the past 5 years. . . . Well, it finally happened. When Eddie Fisher's name was called as one of the guests for Steve Allen's show next Sunday, the singer's marital boo-boos prompted choral boos from the audience. To this observer, ALL the blame should not be placed on Eddie's shoulders but a good portion may very well be placed on his handlers, advisors and fair-weather Broadway pals, especially the latter. About 20 years ago, we sent a "Broadway definition," to Walter Winchell which he printed. The line, quote:— "Broadway, where your best friends won't tell you but will tell everyone else," unquote. . . .

☆ ☆ ☆

Hildegarde

The designation, "incomparable," with which Hildegarde has become identified and which she has carried with grace, charm and dignity, is further revealed with the release this week of Hilde's latest L. P. Album, "Hildegarde Sings," on the Design Label. An international favorite for many years, La Hildegarde bids fair to enhance her rep with many numbers associated with her success and especially the ditty, "I Love You In Any Language," which she trills in English, French, German, Spanish, Polish, Greek and Chinese. . . . The Continental Baking Co. has renewed sponsorship of the telefilmed CBSyndication series, "Annie Oakley," for another two years in 76 markets (this marks that outfit's 4th and 5th consecutive year of sponsorship.) . . . Tee-hee.-Lisa Kirk sez that the man who wrote "Thanks for the Memory," must have been thinking of those quiz show expert contestants. Incidentally Lisa's talented hubby, Bob Wells, who's been head writer for the "Dinah Shore NBChevy Show," has been named script and music supervisor for the program. (Well-s done, Bob.)

Ziv Reassigns Sales Chiefs; Expands Staff

A major expansion of the sales organization of Ziv Television Programs, Inc., and reassignment and relocation of key executives was announced by Len Firestone, syndication sales manager.

Jerry Kirby, who has been in national sales in Chicago, has been promoted to the post of sales manager of the Chicago Division of the syndicated sales department. Jack Gregory, formerly sales manager of the Western Division, who has spent the past two years as sales manager of the Eastern Division, is now returning to head up the Western Division in Los Angeles. Alan Martini, who has been head of the Western Division, moves to the east coast, to head up the Eastern Division.

Gainey to West Coast

Jack Gainey, who has been spot sales manager in the Eastern Division, is reassigned to the west coast, where he will join Jack Martin, the other spot sales manager assigned to the Western Division. Remaining in the Eastern Division as spot sales managers are James Packer and John Davidson.

In the North Central Division, headed by Ray McGuire, Othur V. Oliver and Joseph L. Moscato have been named account executives.

In the Eastern Division, Robert Neece was reassigned from West Texas to upstate New York as an account executive. Bert Weiland is reassigned from upstate New York to the Baltimore-Washington area as account executive. Ed Uhler, previously with the Robinson, Adleman and Montgomery agency in Philadelphia, has been added as an account executive in the Eastern Division.

In the South Central Division, headed by Don Brogdon, Charles Rush has been added as an account executive.

'Target' Bows Sept. 27

"Target," a new weekly dramatic series featuring Adolphe Menjou as host and narrator, makes its New York debut on WCBS-TV Saturday, Sept. 27, it was announced by Dan Gallagher, program director for WCBS-TV. It will be seen at 7:00-7:30 P.M. The series, a Ziv-TV production, will be sponsored on alternate weeks by Chock Full O'Nuts and the Noxema Chemical Co.

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What a thrill! A thrill to get away from daytime chores—to get away from the sight and sound and feel of too-familiar things. What a thrill to be among people—to laugh and cry with them—yet be entirely apart! To be someone else, *somewhere else*—even for a little while!

These are thrills motion pictures can bring—thrills pictures will keep on bringing as long as people are people—and pictures keep up their standards in story and production.

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130 East Randolph Drive
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West Coast Division
6706 Santa Monica Blvd.
Hollywood 38, Calif.

All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

.. 84, NO. 57 NEW YORK, U.S.A., FRIDAY, SEPTEMBER 19, 1958 TEN CENTS

: for Autumn

ouse Group lans Probe of SIA Activity

'l Include Domestic of Agency's Films

From THE DAILY Bureau

ASHINGTON, Sept. 18. – A e Appropriations subcommittee ordered a staff investigation of operations of the U.S. Informa- Agency, it was learned.

e investigation will take place fall. Results will not be made c unless the subcommittee de- to publish them next spring. information is primarily for sub- nittee use in passing on U.S.I.A. opriations requests.

iong the subjects likely to be

(*Continued on page* 3)

mises Vital Topics Allied Convention

Special to THE DAILY

ICAGO, Sept. 18. – Convinced exhibitors today are in no mood end time and money attending ntions which do not come to with their pressing problems, Kirsch, general chairman of Al- States annual convention to be at the Morrison Hotel here, Oct.

(*Continued on page* 2)

ob' Maker Brings sh Approach

By FLOYD STONE

handled other people's mistakes years and always said, 'I could tter than that'."

h that, Jack Harris described day at Paramount his new, and y amazing, career.

made "The Blob," sold it to

(*Continued on page* 3)

elevision Today

Page 6

Questions in Industry Census Next Year Will Be Identical to Those in One Taken in 1955

From THE DAILY Bureau

WASHINGTON, Sept. 18.–Questions put to exhibitors, producers, and distributors in the 1959 U.S. Census of Business will be almost identical with those in the last business census in 1955, Census Bureau officials said. The census will be taken next year based on 1958 business. The last census was taken in 1955 on 1954 business.

Questionnaires will go out to all branches of the industry in January, with replies due in 30 days. Results won't be available until the fall of 1959. There's one form for exhibitors and another for producers, distributors and service firms. Officials said there would be "little change" from last itme.

Commerce Department film chief Nathan D. Golden is slated to discuss the questionnaires at the Theatre Owners of America convention next month.

State Group Calls Meet In N.Y.C. on 'Obscenity'

Special to THE DAILY

ALBANY, N. Y., Sept. 19. – "The public is aroused and this makes the work of our committee somewhat easier," Assemblyman Joseph R. Younglove, of Johnstown, chairman of the Joint Legislative Committee on Obscenity, said today. His comment was a follow-up to yesterday's meet-

(*Continued on page* 6)

Concession Forum Set At TOA Convention

Concessions will occupy a major portion of the agenda at the 11th annual national convention of the Theatre Owners of America at the Hotel Americana, Miami Beach, starting

(*Continued on page* 3)

New Compo Committees Hold First Meetings

Following an initial session at Compo headquarters here yesterday, the administration committee appointed to survey Compo's operational set-up and procedures adjourned to study the report made to it and plans to reconvene in about two weeks.

Ben Marcus, representing Allied

(*Continued on page* 2)

AFM Group to Meet On 'Dual Unionism'

From THE DAILY Bureau

HOLLYWOOD, Sept. 18. – A five-man committee of the International Executive Board of the American Federation of Musicians, AFL-CIO, will begin hearings at the Hol-

(*Continued on page* 3)

'Got-to-See' Replaces 'Want' In Drawing Patrons: Kramer

"Want-to-See" is no longer a valid measure of the motion picture audience potential; today it has to be "Got-to-See," producer Stanley Kramer states in a special article in this week's Motion Picture Herald, out today.

The reason, according to Kramer, is that patrons have become more discriminating. They no longer turn out in great numbers "just to be going to the movies," he avers, but go "selectively to see a movie, and it's got to be something special."

What is "special?" The producer defines it as "anything that provides 'got-to-see,' that peculiar power or 'electricity' or magnetism that will tear the people away from their television sets or whatever else may be keeping them from the box office."

The "electricity," he continues, can be generated by several factors: a powerful story, sex, religion, spectacle, or any other of a dozen items.

As an example he cites his company's latest picture, "The Defiant Ones," which he says was " 'charged' right from the moment we first read

(*Continued on page* 6)

Vote Is Four-to-One

L. A. Rejects Home Vision's Pay-TV Plea

Congressional OK Seen As Necessary Prelude

From THE DAILY Bureau

LOS ANGELES, Sept. 18. – Subscription television received a setback this morning when the Los Angeles County Board of Supervisors voted four-to-one against granting Home Vision, Inc., a closed circuit pay-TV franchise.

The county board met two weeks ago on Home Vision's petition, which was taken under advisement for further study until today.

In direct contradiction to a statement by Neil F. McCarthy, attorney

(*Continued on page* 3)

Aid to Industry Projects Called Vital by Hyman

Special to THE DAILY

DETROIT, Sept. 18.–Exhibitors here are being urged by Edward L. Hyman, vice-president of American Broadcasting-Paramount Theatres, to give their support to all projects which are designed to focus favorable attion on films and theatres.

Hyman, who will preside at a regional meeting here tomorrow on progress of the orderly distribution plan being pushed by Leonard Goldenson, AB-PT president, and himself, specifically will ask for exhibitor

(*Continued on page* 2)

Detroit B-B Campaign Lauded at Allied Meet

Special to THE DAILY

DETROIT, Sept. 18.–A business-building seminar, followed by a luncheon, brought to a close today the 39th annual convention of Allied Theatres of Michigan. The delegates were also addressed by Mayor Louis C. Miriani and Corporation Counsel Nathaniel Goldstick.

Principal business building speaker was Irving Goldberg, exhibitor, who

(*Continued on page* 2)

PERSONAL MENTION

EDWARD L. HYMAN, vice-president of American Broadcasting-Paramount Theatres, accompanied by BERNARD LEVY and AL SICIGNANO, is in Detroit from New York.

•

KENNETH N. HARGREAVES, president of Rank Film Distributors of America, will return to New York today from Los Angeles.

•

JAMES SAICHNEY, Columbia network producer, has left New York for London via B.O.A.C.

•

GWEN VERDON, who stars in Warner Brothers' "Damn Yankees," will leave New York on Sunday for Hollywood, where she will appear on the season's first Dinah Shore television show.

•

PETER GLENVILLE, director of Columbia Pictures' "Me and the Colonel," delivered an address yesterday at the Harvard Club in Boston.

•

GLORIA NORD, Swedish film and skating star ,has arrived in New York from London via B.O.A.C.

•

ARTHUR KNIGHT, author and film commentator for the "Saturday Review," tomorrow will be host at the Plaza Theatre here at a showing of Stanley Kramer's "The Defiant Ones" for 500 members of the New York City Association of Teachers of English.

•

MRS. H. W. FULWIDER, of the Midway Drive-in Theatre, Anniston, Ala., has returned there following a trip to Nebraska.

•

MORTON DACOSTA, director, will return to New York at the weekend from Hollywood.

•

RAY WALSTON is in New York from Hollywood to appear on the "Perry Como Show" tomorrow over NBC-TV.

•

JULIUS EPSTEIN, producer for Hecht-Hill-Lancaster, and PHIL LEACOCK, director, left New York yesterday for London via B.O.A.C.

Lebworth Plans Film

Independent producer M. Joseph Lebworth has added to his schedule "The Spartan," a historical drama based on the Battle of Thermopylae in 480 B.C. He will leave shortly for Greece and Spain to negotiate with the respective governments for official cooperation in production of the film.

Would Aid Industry Projects

(*Continued from page 1*)

backing for the industry's lagging business-building program and also will urge them to give increased attention to their theatre housekeeping, doing everything possible to make them more attractive and comfortable.

Hyman will make available copies of the last quarter and partial 1959 release schedule of the 10 national producers and distributors, details of which were published in MOTION PICTURE DAILY on Sept. 10. Hyman regards the forthcoming releases as a big improvement over the fourth quarter of 1957 and feels that the orderly spacing of the top quality pictures will continue well into next year.

Where weaknesses in the overall schedule are revealed, he says, the attention of distributors will be called to them in an effort to have them rectified.

"We are convinced," he says, "that if a distributor will release a blockbuster during such weak spots, he will derive the great advantage of having lean competition, maximum playing time and terms. In urging this upon distributors, we intend to be in a position to submit concrete examples which will prove the benefits of following our advice.

An estimated 2,500 exhibitors have been lined up in support of the continuing program for orderly distribution, which extends to them the responsibility of exerting extra promotional effort on behalf of the top quality product released in the so-called "orphan periods," in order to encourage distributors to continue and expand orderly distribution practices.

Hyman solicits these special efforts in his meetings with AB-PT and other theatre operators, such as the one being held here.

Favors Academy TV

In the talk to be delivered, he commends the producer-distributor sponsorship of the Academy Awards telecasts as beneficial to the entire industry and urges exhibitors to give their best efforts to publicizing next year's telecast of the Academy Awards. "It will pay you fine dividends," he says.

National Cine Markets Combined 35mm Viewer

A new 35mm viewer combining the functions of viewer, synchronizer, footage counter and frame counter, has been marketed by National Cine Equipment, Inc., New York. It can be used with a sound reader for single system, or it is available with additional 35mm or 16mm sprockets for double-system editing of film. Soundheads for magnetic tape can be added to additional sprockets for any number of magnetic sprockets.

The picture is 3¼x4¼ inches. A built-in optical shutter provides for projection of running picture or frame-by-frame editing.

Adler Leaving Hospital; Must Rest Several Weeks

From THE DAILY Bureau

HOLLYWOOD, Sept. 18.—Buddy Adler, executive head of production for 20th Century-Fox, will be released sometime this week from the University of California at Los Angeles Medical Center Hospital, which he entered yesterday for observation of a recurring neck and nerve injury. He will require several weeks' convalescence.

Roof Drive-In Delayed

Sound engineering problems have again forced the postponement of the opening of Walter Reade Theatres' new rooftop drive-in at the Dover, N. J. Shopping Center which had been scheduled for tonight. A new date for the opening will be set later.

New Compo Groups

(*Continued from page 1*)

States, and Solomon M. Strausberg, president of Metropolitan Motion Picture Theatres Association, were elected co-chairmen of the committee. A report on Compo's activities and operating methods was made to the committee by Charles E. McCarthy, information director, in the absence of Robert W. Coyne, Compo special counsel, who was prevented by illness from attending.

Others attending were Abe Montague and Stanley Weber, representing the Motion Picture Association; Martin Levine, Independent Theatre Owners Assn.; Irving Dollinger, Allied States, and Phil Harling, Theatre Owners of America.

Legal Committee Convenes

Meeting at MPAA headquarters here yesterday was the new Compo legal committee, which agreed unanimously on certain changes in phraseology of Compo's bylaws and will recommend their acceptance by the Compo executive committee at its next meeting. The changes agreed upon were said to be of minor significance.

Present at that meeting were Emanuel Frisch, MMPTA; Herman Levy, TOA; Abram Myers, Allied; Sidney Schreiber, MPAA; Morton Sunshine, ITOA, and Michael Mayer, Compo legal adviser.

Both committees were set up last June on the recommendation of Coyne, following Allied's reinstatement as a Compo member.

Friday, March 7, 1958

B-B in Detroi

(*Continued from page 1*)

stated that Detroit's B-B campa
is undoubtedly outstanding in the
tion and that local exhibitors and
tributors are actually doing what,
tionally, exhibitors and distributors
still talking about. He said busines
holding up through the recession
cause of the campaign.

With the impending promis
product and already visible impro
ment in conditions, Goldberg said
believes the fourth quarter will pr
excellent. He revealed the sec
phase of the radio and television
campaign will start Oct. 1 and wil
extended statewide as a result of
Butterfield circuit and other exhibit
conviction of the success of the
troit plan.

Other speakers were Arthur I
zog, Jr., Detroit, who outlined a
plan for making newspaper film di
tories more effective; B. L. Kilb
Jr., Detroit; Stacey Kortes, and S.
Philips, Grand Ledge; and Wil
Jenkins, Adrian, who all gave exam
of successful exploitation stunts.

Harold Robbins, visiting writer
rector, spoke briefly, as did Ir
Mack of Filmack Trailer Co.

Vital Topics Promise

(*Continued from page 1*)

13-15, said that all business sess
will be devoted to subjects dee
to be vital to the continuation of
hibitors in business.

Kirsch's statement was made
lowing a conference with Allied's
tional advisory committee on con
tions, whose members, in additio
Kirsch, are Horace Adams, A
president; Abram Myers, chairn
Edward W. Lider, Sidney Stern
E. L. Ornstein.

The committee is determi
Kirsch said, that no exhibitor s
be induced to attend the conven
by unfulfilled program promises
will be a "convention for action,"
said, with the action being taken
exhibitors at the sessions, "not l
handful of leaders operating bel
closed doors."

Kirsch said the subjects listed
consideration and action by the
vention will be made public f
time to time as plans mature.

NEW YORK THEATR

RADIO CITY MUSIC HALL
Rockefeller Center • CI 6-4600
"CAT ON A HOT TIN ROOF"
ELIZABETH TAYLOR • PAUL NEWMAN • BURL IV
JACK CARSON • JUDITH ANDERSO
FROM M-G-M IN METROCOLOR
and GALA NEW STAGE SPECTACLE

MOTION PICTURE DAILY. Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Floyd E. S Photo Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager, TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Vi Canby, Eastern Editors. Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; Telephone HOllywood 7-2145; Washington, J. A. Otten, National Press Club, W ington, D. C.; London Bureau, 4, Bear St. Leicester Square, W. 2. Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rocke Center. New York 20, Telephone CIrcle 7-3100. Cable address: "Quigpubco. New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-P dent and Treasury; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 times a as a section of Motion Picture Herald; Television Today, published daily as a part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fame. Entered as se class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign. Single copies,

lob' Maker

(*Continued from page* 1)

mount, and that company has sat-
ed Los Angeles with it, earning
,000 in one week. He is elated,
the company is too. Now there
300 prints, and the plan is to open
75 New England houses, 50 in
hington, 50 in Philadelphia, more
that in Detroit, and 100 in New
.

t appears from here," he said,
we have something in the class
0th-Fox's picture, which I will
name. Paramount has the rights for
mber of years, I get them later,
both make a lot of money, and
pe the exhibitor will, too."
e added a Paramount executive
him on the basis of runs
ar the minimum rental will be
0,000.

Had Humble Start in Industry

r. Harris was an usher and then
ict manager for the Sablosky-Fox
tres in Philadelphia, and then
ated the Screen Guild exchange
, and Equity Film in Washington,
said yesterday he is selling both.
s a producer now.
s next, on which he starts soon,
The Fourth Dimensional Man."
s formula is, production values,
ality, and a gimmick. These allow
se, saturated, selling. He puts his
re among 20 science fiction films
day which, he said, have quality.
t had sincere planning, and made
regoers in Los Angeles feel they
't been hoodwinked by a one-
."
has color. He feels a producer
doesn't use color cheats the ex-
or.

Its Music Is Selling

has music. "Beware of the Blob"
mething you will hear soon, he
Columbia already has sold 50,000
ds.
has teen-agers who are good. The
ic is "fed up," he said, on rape,
tings, stabbings, and general de-
ency.
e said he's amazed at Paramount's
ation selling, using every medi-
and commented it's less expensive
people believe. You can make
s on TV and radio.
for expense, he refused to tell
"The Blob" cost, but said any
company making it would spend
e as much. He financed it himself,
with sources outside the industry,
some of his co-workers will share
ts. He had the script two years
re proceeding. He praised director
Yeaworth as an expert who sup-
finesse.

'Religion, Science and Sex'

e doesn't feel science-fiction is
ng. He wouldn't be in it, he said;
planning another. He does have a
, he added, he will make after
Fourth Dimensional Man." It
religion, science, and sex, and if
cannot make money, nothing will.
is company is Fairview Produc-
of Chester Springs, Pa. It makes
res at Valley Forge Studios there.
s for "the gimmick" which good

science-fiction needs, "The Blob" has a monster.

"This is a monster you cannot kill. It isn't a man dressed up in a suit, or a mechanical doll, or a marionette. It is another form of life. It leaves me free for more Blobs."

There may well be.

REVIEW:

The Decks Ran Red

Stone Prod.—M-G-M

QUITE A BIZARRE and nightmare-like situation has been contrived by Andrew Stone for "The Decks Ran Red," the latest in a series of melodramas he has written, directed, and co-produced with his wife, Virginia, for M-G-M.

Two seamen aboard a freighter in the Pacific take over the entire vessel at gun point and force the officers and all the rest of the crew to abandon ship in a lifeboat which the two mutineers then intend to run down. Their plan, which eventually is aborted, had included taking the ship to a trade lane, waterlogging it, declaring themselves the only survivors of the damaged vessel, after which they would claim the salvage reward.

On the rather shaky premise that such a scheme might be attempted in this modern day and age, Stone has made a thriller that bears his trademarks in the genre. That is to say, he starts things out at a high pitch of tension and seeks to keep them there by piling up unexpected twists. It is also to say that the settings are strictly "on-location": the major part of the action is photographed on an actual freighter. And there is very careful attention to the details of the mechanics of running the vessel—almost a "documentary" approach.

Furthermore, violence is presented without flinching. The mutineers murder one man early in the film by throwing him overboard and later they shoot four or five others down in cold blood.

Casting of the film is also, for the most part, characteristically apt. James Mason, as the ship's captain, may not look physically equipped for the single-handed herculean rescue of his vessel at the end but he has a visage noble enough for the role. Broderick Crawford and Stuart Whitman make as nasty a pair of villains as anyone could wish, and Dorothy Dandridge lives up fully to the description "sensuous and exotic" with which Mason dubs her at one point. Her appearance as the only woman on the ship, however, is one of the least likely of the plot contrivances; seems she's the wife of the cook who wouldn't sign on unless his spouse could also make the trip. Her provocative presence naturally serves to intensify the unrest of the vessel.

While several individual scenes generate considerable excitement, audience enjoyment of "The Decks Ran Red" must unfortunately hinge on a far-fetched central situation that gets more and more wildly implausible as it goes along.

Running time, 84 minutes. General classification. Release, in October.

RICHARD GERTNER

Concession Forum

(*Continued from page* 1)

Tuesday, Oct. 21, it was announced by TOA's convention committee.

A concessionaire's roundtable entitled "Better Concession Business" has been scheduled for Friday afternoon, Oct. 24. In addition to a moderator, concession experts from all sections of the country will be on the panel which will direct the discussion. The National Association of Concessionaires, who are co-sponsoring the trade show with TOA, will cooperate in providing concession experts for the roundtable.

The session has been scheduled after the close of the trade show, which will run Tuesday, Wednesday and Thursday, Oct. 21-23, in order that concession personnel would be able to be on hand and contribute to the roundtable.

'Golden Age Movie Club' Formed in N.Y. Area

Over 200 motion picture theatres in the metropolitan New York area have joined in a project to create a Golden Age Movie Club for "senior citizens." Starting Wednesday, Oct. 15, these theatres will issue membership cards to those who apply in person to the manager and present reasonable proof that they are 60 or more years of age. There is no other obligation or cost.

Membership in the club will provide special discount prices in any neighborhood theatre affiliated with the Metropolitan Motion Picture Theatres Association and the Independent Theatre Owners Association.

House Group to Probe

(*Continued from page* 1)

studied by the staff is the extent to which the agency's film branch has been making films available for domestic showings. Chairman Rooney (D., N.Y.) promised an investigation on the House floor late this past session.

L. A. Rejects

(*Continued from page* 1)

for Home Vision, that the company had been working with Pacific Telephone & Telegraph Co. to further the pay-TV plan, Julius F. Tuchler, chairman of the Citizens Committee Against Pay-TV said the Utilities Commission advised him that PT&T has not filed any request for authority to furnish service for a closed circuit toll-TV system to Skiatron or anyone else.

In arguing against the petition by Home Vision, a Missouri corporation, whose principal stockholders are reported to be the H. C. Griffith theatre interests in Texas, Frank G. Bonelli, member of the board, and a member of the state public utilities subcommittee investigating pay-TV for the past 18 months, made the following statement:

"With respect to the high priority of the pay-TV issue in Congress this December, should Congress decide to regulate or prohibit it, it would take the matter out of the hands of state, city or county.

December Ballot Recalled

Kenneth Hahn, who also voted against the petition, said he recalled the citizens' action last December, signing sufficient referendum petitions to force a decision by the City Council on granting pay-TV franchise ordinances to Skiatron and Telemeter.

Warren E. Dorn also voiced sentiment against pay-TV, suggesting that those who wished a community antenna system could make application later. Burton W. Case, chairman of board, went along with others who opposed. The only vote in favor was made by John Anson Ford, who retires from the board on Dec. 31.

AFM Group to Meet

(*Continued from page* 1)

lywood Roosevelt Hotel Tuesday morning on charges of dual unionism. The committee was set up by the international executive board for the purpose of hearing charges brought against approximately 100 Los Angeles musicians by members of Hollywood Local 47.

Stanley Ballard of Minneapolis, was appointed chairman of the group which includes all of members of the IEB who are not AFM officers.

Charges allege membership in the Musicians Guild by those accused. The constitution and by-laws of the Federation prohibit membership in a dual union under penalty up to expulsion from the AFM.

'Defiant' Billboards

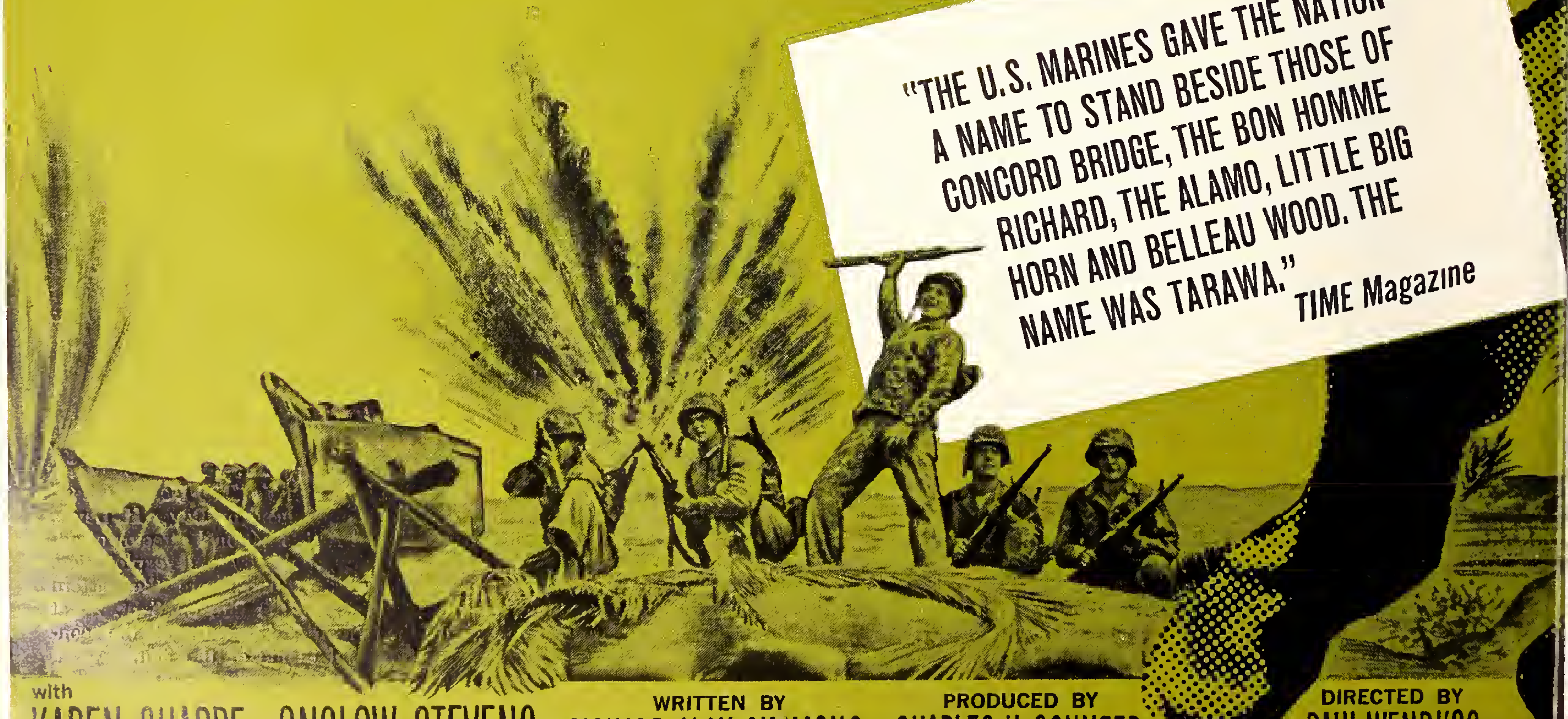
A billboard campaign covering 1500 selected locations in the New York area gets underway today for Stanley Kramer's "The Defiant Ones," it was announced by Roger H. Lewis, United Artists national director of advertising, publicity and exploitation. The posters underscore the eastern premiere of the film on Sept. 24 at the Victoria Theatre and the controversial theme of the film.

COLUMBIA JOINS A GRATEFUL NATION...PAYING TRIBUTE TO THE 15th ANNIVERSARY OF THE HEROIC INVASION OF TARAWA!

ON NOVEMBER 20th, WE WILL RELEASE

TARAWA BEACHHEAD

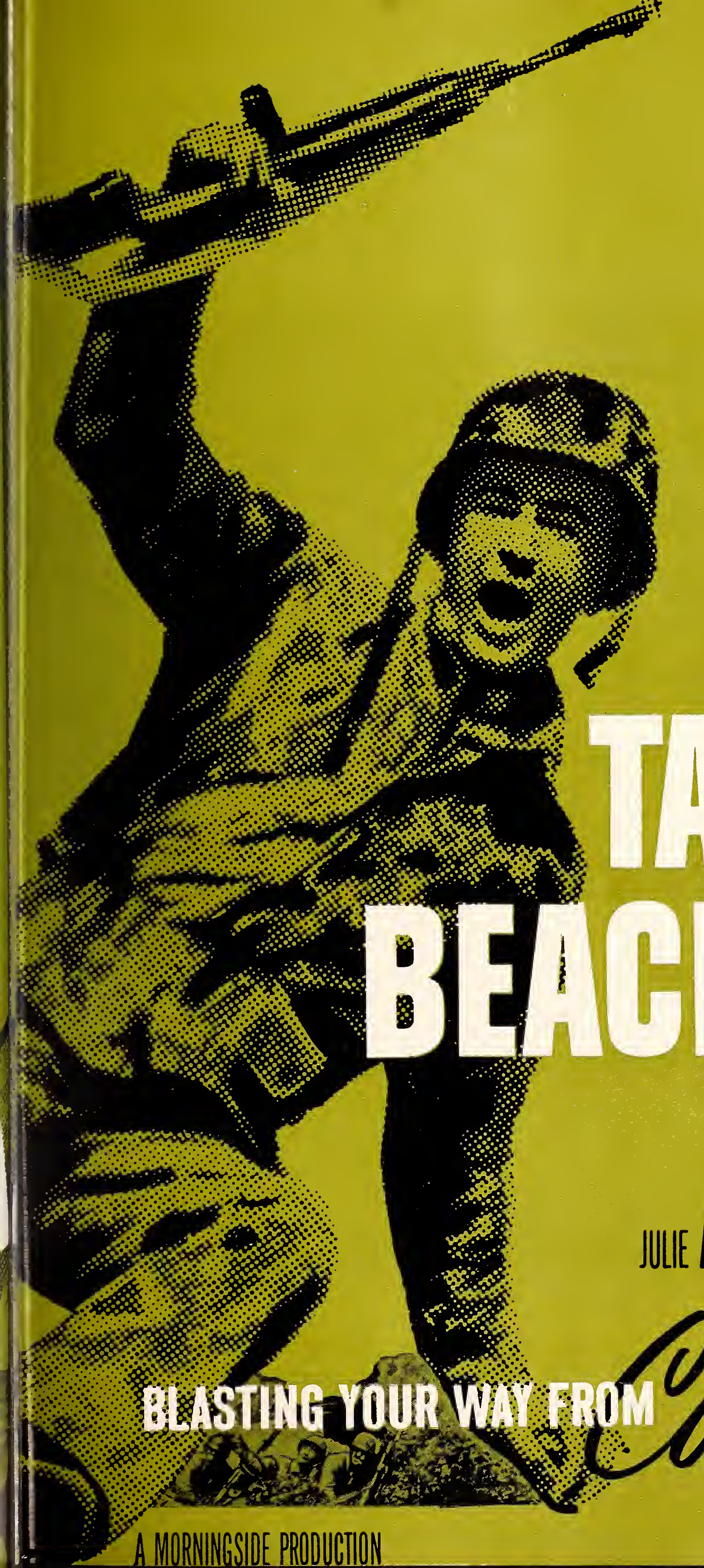
...A 21-GUN SCREEN SALUTE TO THE GALLANT MEN WHO BLASTED NEW PATHS OF GLORY IN THE BLOODIEST BATTLE IN MARINE HISTORY!



"THE U.S. MARINES GAVE THE NATION A NAME TO STAND BESIDE THOSE OF CONCORD BRIDGE, THE BON HOMME RICHARD, THE ALAMO, LITTLE BIG HORN AND BELLEAU WOOD. THE NAME WAS TARAWA."
TIME Magazine

with KAREN SHARPE · ONSLOW STEVENS · WRITTEN BY RICHARD ALAN SIMMONS · PRODUCED BY CHARLES H. SCHNEER · DIRECTED BY PAUL WENDKOS

WAVE
UPON
WAVE
OF
SHATTERING
EXCITEMENT!



TARAWA BEACHHEAD

starring KERWIN MATHEWS
JULIE ADAMS RAY DANTON

BLASTING YOUR WAY FROM *Columbia!*

A MORNINGSIDE PRODUCTION

Television Today

ABC to Start Daytime Schedules at 11 A.M.

The ABC Television Network, beginning Oct. 13, will schedule four new hours of network programming, starting the daytime schedule Monday through Friday at 11 A.M. instead of mid-afternoon, it was announced by Oliver Treyz, network president, on a closed circuit telecast here. The preview of the new season's programming was beamed to some 80 cities, designed for TV editors and affiliates, and originated at the ABC-TV studio in New York.

Treyz, in his introductory remarks, took issue with "the head of one network" who recently had used "hard words" pertaining to the relationship between television and newspapers as it relates to "treatment of television entertainment." Treyz said the network head in question was not speaking for the whole industry, especially not for ABC.

Goldenson Heard from Coast

Leonard Goldenson, president of American Broadcasting - Paramount Theatres, Inc., speaking on the closed circuit from Hollywood, said the network already is at work on 1959-60 planning. He cited the "balanced lineup" of programs which is the ABC aim.

Thomas W. Moore, vice-president in charge of programming for the network, reported on the basic aims of the programming planning for the new year, and with Treyz, introduced certain of the new programs for the coming season, via clips from some of them. Some 80 new quarter-hours of programming have been added for the season, Treyz reported. He said the ABC evening programming will be 50 per cent "live" this year, that time sold is at an ABC peak, and that the program is a $40,000,000 investment.

Pepsi-Cola Launches New Radio Commercial

The Pepsi-Cola Co. this week launched a 14-week program of spot commercials on radio which will be broadcast on almost 1,000 stations across the country. Networks to carry the program include NBC, CBS, MBS and ABC.

The commercial message will plug the new Pepsi "refreshment song," which has replaced the old jingle. Spots are scheduled to peak listening days of the week, Wednesday through Sunday.

NBC Appoints Two

The appointments of Charles M. Kinsolving, Jr., as manager, plans development, and Barry T. Rumple as manager, rates and affiliations, were announced by Allen R. Cooper, director, corporate planning, for NBC.

Hits West Advertisers On Limited TV Use

From THE DAILY Bureau

LOS ANGELES, Sept. 18.—Western advertisers are not taking full advantage of television as the most effective sales medium available to the national advertisers, Don Durgin, vice-president and national sales manager of the NBC Television Network, told the Los Angeles Advertising Club.

Shouldering a share of the blame,. he said the situation was brought about by "poor communications" and "poor selling" on the part of the networks and agencies. Reinforcing his main point, Durgin cited current figures showing that West Coast advertising used only 24 per cent of their five-media budget for network and national spot television whereas the nation's 50 top advertisers typically allocate 50 per cent or more of their budgets to television.

Cites 100 Leaders

Breaking network business down by territories, he analyzed the network TV expenditure of the 100 leading national advertisers for the first six months of 1958.

These advertisers, he said, account for 88 per cent of all network time billings whereas companies located in the Pacific region (California, Oregon and Washington) placed only four per cent of the total billing.

Outlines P.R. Guide For Radio, TV Stations

Special to THE DAILY

BILOXI, Miss., Sept. 18. — Donald N. Martin, public relations chief for the National Association of Broadcasters, today outlined an NAB relations guide for radio and television stations. The guide to be prepared and distributed by the NAB Public Relations Service, is designed to help stations win good will in their own areas and to encourage their participation in industry-wide public relations efforts.

Addresses NAB Delegates

In a talk at the opening session of the NAB Fall conference here, Martin said the guide will be based on "a practical and realistic approach to station public relations." He said a questionnaire will be circulated among NAB members to obtain individual practices and experiences which would be useful to other broadcasters.

'Sunset' Bows Oct. 10

A special 90-minute drama, "Girl on the Run," starring Efrem Zimbalist, Jr., and Erin O'Brien, will open the new mystery-adventure series, "77 Sunset Strip," on the ABC Television Network Friday, Oct. 10, 9:30-11 P.M., E.D.T.

Call N.Y. Meet on 'Obscenit

(*Continued from page* 1)

ing here at which the 1958 report was released and Younglove issued a statement severely criticizing newsstand displays throughout the state, characterizing recent trends in motion picture advertising as "abominable."

Younglove announced the committee—officially the "New York State Joint Legislative Committee Studying the Publication and Dissemination of Offensive and Obscene Material," television and radio included—has decided to conduct a public hearing on the motion picture problem in New York City during November. "It is planned to call exhibitors, distributors, advertising agents and officials of the state's Motion Picture Review Board (the Education Department's motion picture division) to testify at that time," the release said.

Points to Results

Younglove spoke generally today of the favorable results achieved by the committee "through private conferences."

The 200-page report contains sections on "Motion Pictures," "Court Decisions and New Developments" (relating to "obscenity"), "Radio and Television," "Magazines," "Comic Books," "Mail Solicitation" and "N.O.D.L." (National Organization for Decent Literature).

Discussing the 1957 4-3 decision by the Court of Appeals reversing the Regents' ban on "Garden of Eden," and quoting from the majority and minority opinions, the report said, "It is the belief of members of this committee the state does have the inherent police power to prevent a showing of a film which it classifies as indecent by specific statute." The document favorably commented on the minority opinions by Judge Burke and Chief Judge Conway.

The Court of Appeals' ruling "forced" the motion picture division to license "seven nudist films," was pointed out.

The report further observ "These are frequently old silent 'n art' films, with dubbed-in sound new titles." Citing ads for them, report declared: "These and sim motion pictures were being sho in the Times Square area in N York City early in 1958."

Referring to "difficulties" recer encountered in the courts by the tion picture division, the report clared: "The committee feels thi unfortunate in view of the num of current motion pictures w appear to be of a highly question character. There has been a re trend toward horror pictures the advertising for this type of en tainment is highly objectionable. is reminiscent of the comic b illustrations which aroused pu wrath but a few years ago."

Samples of "objectionable" ad tising—several by leading New and Brooklyn circuit theatres— printed.

Misrepresentation Charged

The report likewise conten "many of the current billboard newspaper advertisements for mo pictures constitute a misreprese tion of the character of content the actual film."

Three of the committee's 15 clusions, in its seventh annual re are:

¶ "Newspaper and billboard ad tising for motion pictures is becom increasingly objectionable, with l displays to attract the pruri minded and garish presentations horror and terror.

¶ "These advertisements freque distort the character or content of pictures shown.

¶ "Numerous television progr continue to feature crime, horror excessive and unnecessary violen

'Get to See'

(*Continued from page* 1)

the script, a solid hard-hitting job of writing, right through casting, shooting and cutting. It sparked once we got it on the screen."

The picture then won an award at the Berlin Film Festival and received "tremendously" enthusiastic reactions at advance screenings. Kramer goes on to say, but "with all the prior excitement, nobody knew whether it had 'got-to-see' until its premiere at the Roosevelt Theatre in Chicago."

All Media Used

The extensive campaign for the film's opening there is then described by the producer in detail, including use of radio, TV and newspapers.

In its first two weeks the picture broke the all-time record at the theatre, proving, according to Kramer, that the film had that "elusive got-to-see." "Why? As the producer-director, I don't know exactly."

New Independent Fir For Distribution Set

Formation of a new distribu company here to operate in the An ican and Canadian markets has b announced by Warren Colen president, and Harold Ross, vice-p ident of CRC Productions, Inc.

The new company is to be ca Independent's Distribution Asso tion and will offer its facilities to eign producers as well as Ameri Establishment of branch offices contemplated.

Columbia Duo $31,0

Columbia's twin-bill of "The Ca on Blood Island" and, "The Snork which has been playing to outstan business in many areas where it opened, grossed a top $31,000 op ing day on the Loew's neighborh and suburban circuit here Wednes the company reported.

HERE IS YOUR BIGGEST MAN...

GARY COOPER

IN THE ROLE THAT FITS HIM LIKE A GUN FITS A HOLSTER!

"Take them clothes off, girl
..real slow like..."

THRU UA

MAN OF THE WEST

ALTER M. MIRISCH PRODUCTION

CO-STARRING JULIE LONDON · LEE J. COBB · ARTHUR O'CONNELL · JACK LORD

AN ASHTON PICTURE

COLOR BY DE LUXE · CINEMASCOPE®

SCREENPLAY BY REGINALD ROSE · DIRECTED BY ANTHONY MAN

JULIE LONDON SING
N OF THE WEST

KICKS OFF IN OCTOBER! 300 BOOKINGS SET WEST TO EAST... SOUTH TO NORTH

WORLD PREMIERE
WEDNESDAY, OCT. 15th
Benefit The Lighthouse
BOX OFFICE NOW OPEN

A MOTION PICTURE SAFARI BEYOND ALL OTHERS!

Producer Darryl F. Zanuck and director John Huston have gone where none have ever gone before... they have trekked 13,500 miles – deep into the world's darkest corner... far into a French Equatorial Hell... to film an entertainment of unsurpassed realism.

Here is an African Odyssey beyond all others... a strange jungle expedition that took them beyond Mbassi, point-of-no-return... beyond the sacred secret place where the elephants make their death-pilgrimages... beyond the Cameroons to bring you Romain Gary's prize-winning best-seller.

Seldom has human endurance been pushed so far ...to create an entertainment that reaches so deep... for everything that lies between man and God is in "The Roots of Heaven".

starring
ERROL FLYNN
JULIETTE GRECO
TREVOR HOWARD
EDDIE ALBERT
also starring
ORSON WELLES
with
PAUL LUKAS and HERBERT LOM

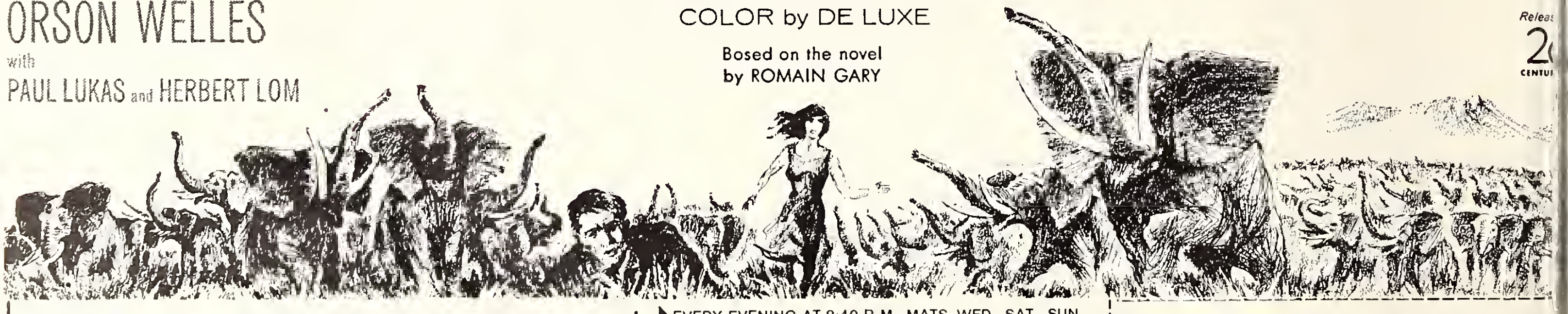
Darryl F. Zanuck's

THE ROOTS OF HEAVEN

directed by John Huston

in
CINEMASCOPE
COLOR by DE LUXE

Based on the novel
by ROMAIN GARY



ALL SEATS RESERVED

TICKETS AVAILABLE AT BOX-OFFICE • MAIL ORDERS PROMPTLY FILLED

RKO PALACE

BROADWAY & 47th ST. • PL. 7-2876

Exclusive engagement, "The Roots of Heaven" will not be shown in any other theatre in this area.

- EVERY EVENING AT 8:40 P.M., MATS. WED., SAT., SUN. & HOLS. AT 2:30 P.M., Extra Holiday Matinees Election Day (Tues., Nov. 4th), Veteran's Day (Tuesday, Nov. 11th), Thanksgiving Week (Thursday Nov. 28th and Friday, Nov. 29th)
- PRICES: EVES: (Sun. thru Thurs.) ORCHESTRA & MEZZANINE $2.50; BALCONY $1.75, EVES: (Fri. Sat. & Hols.) ORCHESTRA & MEZZANINE $3.00; BALCONY $2.00, MATS: (Wed.) ORCHESTRA & MEZZANINE $1.80; BALCONY $1.75; REAR BALCONY $1.25, MATS: (Sat., Sun. & Hols.) ORCHESTRA & MEZZANINE $2.50; BALCONY $1.75; REAR BALCONY $1.50
- For theatre parties and groups, phone PLaza 7-2876, Ext.50. Special consideration and accommodation given.

Produced by DARRYL F. ZANUCK • Screenplay by ROMAIN GARY and PATRICK LEIGH-FERMOR

RKO PALACE THEATRE • Broadway & 47th St., New York 36, N. Y.

Please send__________tickets at $__________

for Mat. ☐______Eve. ☐______performance on______(date)

Alternate Dates__________

NAME__________

ADDRESS__________
(Please Print Name and Address Clearly)

CITY__________ZONE______STATE__________

Enclose check or money order (no stamps) payable to PALACE THEATRE addressed to BOX-OFFICE with self-addressed and stamped envelope.

NY

All
the News
That
s News

MOTION PICTURE DAILY

Concise
and
to the
Point

84, NO. 58 NEW YORK, U.S.A., MONDAY, SEPTEMBER 22, 1958 TEN CENTS

Millions

eport Deal or Col. 'Lab' ale Closed

he Gets Processing rk on Long Term Basis

From THE DAILY Bureau

)LLYWOOD, Sept. 21. – The pending deal for the sale of mbia Pictures' film processing atory here to Chesapeake Indus- is reported to have been closed e weekend.

ıder the deal Pathe Laboratories d acquire ownership of the atory equipment and will remove ›m the studio site here. In turn, Lab receives a long term con- to do all of Columbia's film

(*Continued on page* 2)

,000,000 Col. Budget for 'Navarone'

lumbia Pictures has assigned a et ceiling of $5,000,000 for High- Productions' "The Guns of Nava- in plans to make it the com- 's top picture among its 1960 ses, Abe Schneider, president, an- ced here at the weekend. The ion to provide Carl Foreman, ıtive producer of Highroad, with

(*Continued on page* 5)

umbia and Sidney Pact for 5 Films

From THE DAILY Bureau

)LLYWOOD, Sept. 21.—George ey and Columbia Pictures have ed into new contract calling for pictures, which will keep Sidney in production either as a direc- producer or both for next three . First on schedule is "Pepe," ing Cantinflas, which Sidney will

(*Continued on page* 2)

elevision Today

Page 4

Northwest Business-Building Drive To Emphasize Merchant Co-operation

Special to THE DAILY

MINNEAPOLIS, Sept. 21—Northwest exhibitors who take part in the business-building campaign developed for use in October, November and December are being urged to take full advantage of promotion materials involving co-op advertising with restaurants, banks and insurance companies.

Following the theme developed by the Northwest Exhibitors Business Building Forum last month, "Take Time for a Good Time—Your Best Time is Theatre Time," mats of co-

(*Continued on page* 2)

Skouras Returns; Starts Meets on McCarey Film

Spyros P. Skouras, 20th Century-Fox president, returned here over the weekend from Europe and immediately began conferences with film company officials on special handling and release plans for Leo McCarey's "Rally Round the Flag, Boys!" The picture is being readied for a premiere before the end of the year to qualify for Academy Award recognition.

Initial screenings of the picture have been held for Fox executives, and Charles Einfeld and Alex Harrison immediately called meetings with company advertising, publicity and sales forces to set in high gear one of the company's most extensive exploitation campaigns in history. Promotion will be keyed to the film's appeal as "family entertainment."

Videotape Operation Set for Roach Studios

From THE DAILY Bureau

HOLLYWOOD, Sept. 21. – Hal Roach Studios will become the first major production center in Hollywood to be fully equipped for videotape operation, at an installation cost of $1,000,000, it was jointly announced

(*Continued on page* 4)

Theatre Officials Meet On Orderly Distribution

Special to THE DAILY

DETROIT, Sept. 21. – About 40 theatre executives, from among American Broadcasting - Paramount Theatres' Eastern regional affiliates attended the meeting here called by Edward L. Hyman, vice-president, to discuss the release schedules of 10 national distributors for the final quar-

(*Continued on page* 2)

Says Plenty of Smart Showmen Are Around

The theory that theatre circuits lack "smart showmen," as made recently by an "anonymous" industry figure, was challenged by Ernie Emerling, Loew's Theatres national advertising-publicity director, at a meeting here of New York managers, division managers and home office executives. The meeting was held to plan the Fall Film

(*Continued on page* 4)

USIA to Stress Cultural Content in Films To Promote Better Image of U.S. Overseas

From THE DAILY Bureau

WASHINGTON, Sept. 21.—The U.S. Information Agency will emphasize the cultural content of its films and other programs in an attempt to promote a better image of America overseas, director George V. Allen said today.

In a semi-annual report to Congress, Allen said films and other media in the past six months had largely emphasized American scientific achievement, but that the stress would now go on cultural subjects. He cited a new film, "Museum of Art," now being shown at the Brussels World Fair and which will be shown at the Edinburgh Film Festival and in many theatres in foreign countries.

Among major developments in the past six months, Allen cited an agreement which covers Poland under the information media guaranty program for films, books, and magazines. Under this program, U.S. firms for a fee get a government guaranty of convertibility of earnings in the foreign country.

NT Circuit 'Solid Core'

Theatres, Plus Diversification Policy: Bertero

Sets 'Incentive Plan' for Managers; Eyes TV Field

From THE DAILY Bureau

LOS ANGELES, Sept. 21. – Increased diversification by National Theatres into related commercial fields, but with a continued reliance on its circuit of some 300 theatres will be the mainstay of NT operations, it was emphasized here on Friday by John B. Bertero, who will assume the presidency of the organization on Oct. 1.

Characterizing the theatre circuit

(*Continued on page* 2)

Univ. Foreign Sales Drive to Honor Aboaf

Americo Aboaf

October Aboaf Month, a five-week sales drive honoring Universal International Films vice-president and foreign general manager, Americo Aboaf, was announced at the weekend by Alfred E. Daff, executive vice-president of Universal Pictures, and president of its overseas subsidiary.

Forty of the company's foreign branches will participate in the drive, which

(*Continued on page* 5)

'U' Reports Net Loss of $861,247 in 39 Weeks

Universal Pictures and its subsidiary companies had a net loss for the 39 weeks ended Aug. 2, 1958, of $861,247 after a Federal income tax credit of $1,160,000. After provision for divi-

(*Continued on page* 5)

PERSONAL MENTION

SPYROS P. SKOURAS, president of 20th Century-Fox, who returned to New York on Friday from an extended European business trip, left here over the weekend for Hollywood.

•

Maurice A. Bergman left here for the Coast yesterday to take over his new post as executive coordinator of publicity for Samuel Goldwyn's "Porgy and Bess," which Columbia will distribute.

•

Munio Podhorzer, president of Casino Film Exchange, has returned to New York from the Coast.

•

Irving Sochin, general sales manager for Rank Film Distributors of America, returned to New York on Friday from Pittsburgh.

•

Didier Fouret, top official of the Librairie Hachette of France, publisher of Mickey Mouse magazine, has arrived in New York from Paris for talks here with O. B. Johnson, Walt Disney merchandising vice-president, after which he will leave for the Disney studios.

•

Rossano Brazzi and Mrs. Brazzi arrived in New York from Europe on Saturday aboard the "Mauretania."

•

Mrs. Jane Hatch Golden, wife of Warner Brothers' national advertising director, Gil Golden, gave birth to son on Friday at St. Joseph's Hospital in Burbank.

•

LeRoy J. Miller, branch manager for Universal-International in Minneapolis, will return to his duties there today following a three-week vacation in the East.

•

Sam Spiegel will leave New York for London today via B.O.A.C.

•

A. E. Amor, C.B.E., a director of Kodak, Ltd., arrived here from England on Saturday aboard the "Mauretania."

•

Ben Berger, president of Berger Amusement Co., will leave Minneapolis with Mrs. Berger next month for a trip around the world.

•

Ralph M. Cohn, Screen Gems vice-president and general manager, left here yesterday for Hollywood.

•

Sol A. Schwartz, president of RKO Theatres, is due back in New York today from the Coast.

Plans for NT

(Continued from page 1)

as the "solid core" of its operations, Bertero declared:

"Regardless of what pessimists may say, the exhibiting of motion pictures in theatres is, and will continue to be, a profitable business. Ever since our industry was confronted almost simultaneously with the advent of commercial television and restrictive decrees arising out of U.S. vs. Paramount, some 10 years ago, which introduced an entirely new method of motion picture distribution, our business has been severely hampered in its ability to grow. I can think of no industry that is faced with two such overwhelming problems at one time. That our company has survived and prospered under the conditions is proof positive of its vitality and ability to meet challenge of future.

Praises Leve, Glett

"With the realignment of the management team, which places M. Spencer Leve in the position of directing our theatre operations, and Charles L. Glett in the position of directing our television operations, we will carry forward the following program:

"We in top management realized several years ago it would be necessary for us to divest ourselves of many unprofitable theatres. It became a question of retrenching until we have reached a "solid core" of profit-making houses. In eliminating our unprofitable theatres we adopted a policy of having finest theatre in each locality, and toward that end commenced a rejuvenation and modernization program which has been in effect for past four years and is still in progress.

"We now have about 300 operating theatres. We are reaching our solid core. This will be our theatre operation, plus possibility of acquiring some open air properties.

Personnel to Benefit

"We will give thorough study to the development of an incentive plan, which will be designed to give our theatre personnel direct participation and reward for increase in theatre attendance.

"Obviously there will be continued emphasis on diversification with the aid of B. Gerald Cantor, chairman of our executive committee, into related fields, so as to provide additional earnings for our shareholders. Steps have already been taken in this direction by our entrance into TV and radio broadcasting fields, with acquisition of radio station WDAF and television station WDAF-TV in Kansas City, and our participation in the Pacific Ocean Park enterprise.

Important negotiations are pending under which we may acquire control of National Telefilm Associates. This company is an important factor in disttribution of films to TV stations and is owner of two TV stations." Bertero concluded.

'Pacific' Gross to Date Reported $9,680,000

"South Pacific" in Todd-AO grossed $9,680,000 in the first six months of its engagements in 42 theatres in the United States and Canada and four foreign, according to a statement at the weekend by A. E. Bollengier, treasurer of Magna Theatres Corp.

On the basis of box office receipts to date, Bollengier said he estimates an ultimate worldwide gross for roadshow engagements over the next two years in excess of $40,000,000.

At the present time 65 overseas installations and bookings of "South Pacific" are under contract, Bollengier added, but only four are included in the gross figure for the first six months.

Report Col. Sale

(Continued from page 1)

processing work in both theatrical and TV film. The contract is believed to be for seven years.

Pathe Lab is a subsidiary of Chesapeake Industries. According to local reports, the latter paid $3,000,000 for the Columbia laboratory property.

Efforts to obtain comment on the reported closing from officials of the companies involved were unsuccessful. However, it is understood a formal statement is to be issued in a few days.

Reports last summer tied in the sale of the Columbia home office building on New York's Fifth Avenue to Chesapeake as a part of the deal. However, Columbia categorically denied the report at the time and, insofar as can be learned now, the home office building did not figure in any way in the deal just closed.

William Zeckendorf, well known New York realtor and developer, is a Chesapeake Industries stockholder, a fact which is believed to have lent some credence to the report at the outset.

Columbia, Sidney

(Continued from page 1)

produce and direct in Mexico, Cuba, Brazil and Hollywood early next year. This will be followed by Norman Krasna's production of his comedy, "Who Was That Lady?" which will star Tony Curtis and Dean Martin.

Sign Elizabeth Taylor

HOLLYWOOD, Sept. 21. – Elizabeth Taylor will receive a $500,000 guarantee from Seven Arts Productions for starring in a film version of the Broadway hit, "Two for the Seesaw," a United Artists release.

Northwest B-

(Continued from page 1)

op ads have been prepared for by exhibitors for each of the three months.

The restaurant tie-up in Oct will dovetail with the "Eating Ou Fun" slogan. Three co-ops pages been prepared and the plans for taining the restaurant adverti space drawn so that they will be cost promotions for exhibitors. tional newspaper week comes 1-8, during which time exhib will stage free shows for carrier

'Breakfast Matinee'

Two events will be pushed in vember: a free "breakfast mati for ladies, with free coffee and do nuts, plus a "gal-appeal" product be sold to merchants; and "Christ Comes Early for You," another c promotion. Ad mats for the c pages have been provided.

Special December tie-ins planned with banks and insur companies. Christmas saving club counts and the opening of sa accounts as gifts for youngsters be pushed. The insurance co-op will urge review of insurance grams, under the theme, "You Wait—Do It Now." The theatre reads, "We Can't Wait—to Tell About the Great Entertainment a ing You."

To Aid Golden Age Club

Also to be promoted during entire period is the Golden Age theme, which gives special disc to 65-and-over men and women 62, with membership cards hon by all theatres.

Theatre Officials

(Continued from page 1)

ter of this year and well into in relation to the orderly distrib procedure which AB-PT heads campaigned for during the past years.

Among those present were e tives from Tri-States Circuit, Mc Amusement Co., Paramount Bu Balaban & Katz, New England tres, Minnesota Amusement United Detroit Theatres, and R K. Shapiro, managing director o Paramount Theatre, New York; Zigmond of AB-PT, Los Angeles, associates of Hyman's from the office.

A day-long session was followe a first screening of 20th Century- "The Barbarian and the Geisha, which Hyman is urging exhibito expend extra promotional effor reward 20th-Fox for having celled a hard-ticket policy for picture and scheduled it insteac regular release next month as pa the orderly distribution program.

MOTION PICTURE DAILY. Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Floyd E. S Photo Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager, TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Vi Canby, Eastern Editors. Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; Telephone HOllywood 7-2145; Washington, J. A. Otten, National Press Club, ington, D. C.; London Bureau, 4, Bear St. Leicester Square, W. 2. Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents i principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rocke Center. New York 20, Telephone CIrcle 7-3100. Cable address: "Quigpubco. New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-l dent and Treasury; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 times a as a section of Motion Picture Herald; Television Today, published daily as a part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fame. Entered as s class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign. Single copies,

UNITED AIR LINES ADDS TWO MORE CARGOLINERS

Here's how you can use them!

They'll help you speed shipments of urgently needed parts, keep promises on sales commitments, receive on-time delivery of critical material, and improve customer relations.

Of course, exclusive United Reserved Air Freight service will be available on these new 30,000 lb. capacity DC-6A Cargoliners, just as it is on every United flight—passenger or cargo—serving 80 U.S. cities coast-to-coast and to Hawaii.

Radar on every United plane assures a smoother ride for fragile shipments and insures on-time dependability.

New schedules effective August 11 and September 8.

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For more information on these new flights or on United's "All Radar" fleet and door-to-door service, call the nearest United Air Lines representative or write Cargo Sales Division, United Air Lines, 36 South Wabash, Chicago 3, Illinois.

IT COSTS NO MORE FOR EXTRA DEPENDABILITY—ON UNITED, THE RADAR AIRLINE

Television Today

IN OUR VIEW

THE essential and far-reaching responsibilities of the network in television and in particular the CBS network, were outlined and explained last week by Louis G. Cowan, president of the CBS Television Network, in an address before the Pittsburgh Advertising Club.

Mr. Cowan threw a verbal spotlight on areas of network operation and procedure which are rather often lost to sight, but can do with thoughtful attention consistently. Network television, said Mr. Cowan, must be responsive to its audience, in addition to exerting its own leadership. One of the serious problems television faces, of course, and which is implied by Mr. Cowan, is the fact that television is so constantly the target for everyone, everywhere and at any time. That situation makes the "responsiveness" a matter of careful, thoughtful, planned action, at all times.

•

Citing the enormous power inherent in television as a communications medium without precedent in the history of mankind, Mr. Cowan referred to the acknowledged values of the medium in making for a public bettter informed, broader in its horizons and withal better fitted to maintain a place in today's society. In that general connection, the CBS executive specifically cited the network's responsibility for bringing news and information to viewers, even at the cost, often enough, of tremendous sums of money. Last year, he said, the CBS Network spent some $21,000,000 on news and public affairs broadcasts, of which $11,000,000 was not recovered.

We quote: "In a world so filled with crises and problem areas, we must be, and are, geared to act immediately. This is essential to our function as broadcasters. It is only on the full performance of these responsibilities that we can continue to add to the strength of this unique instrument of communication."

•

That is a splendid statement of a principle, and one which can well be cited as a standard of approach. Another Cowan statement, later in his address, bears repetition, too. It was in connection with criticism of television, to which he has no objection, rightly considering it inevitable, often necessary and sometimes helpful. Mr. Cowan said: "I only ask that there be responsible criticism responsibly written."

The CBS executive put his finger unerringly on the direction of things to come in television when he declared the future growth of the medium lies not in reaching more people—it is already in 43,000,000 U.S. homes—but in "providing . . . more exciting and better programming." He thinks a state of ineffectiveness would be the lot of television were it to continue in its present program patterns indefinitely. Of course, he is right. There must be a constant striving for the new, the better, the different, if the myriad viewing audience is to be held through the years ahead.

•

Mr. Cowan says CBS takes very seriously its responsibility in the direction of program experimentation, and there is becoming modesty and a neat turn of phrase in his: "We often succeed, *if only by inches*, in moving the development of television programming forward." (The italics are ours). A tradition of "creativity" has been fostered at CBS, says Mr. Cowan. It must be furthered, and he cites the unseen millions which go into network programming research.

One result of careful consideration of program problems is the inescapable conclusion that there must be a happy medium in that area, there must be an intelligent balance of programming between the totally entertaining, as such, and the wholly cultural and informative.

Throughout Mr. Cowan's reasoned and analytical address recurred one work: "responsibility." It is a word with which we, too, have been much concerned from time to time, in these brief observations, for it characterizes the industry's basic approach in all things. It is the key word.

—*Charles S. Aaronson*

Overseas Subsidiaries Are Formed by CBS

Formation of two wholly-owned overseas subsidiaries, CBS Europe, Ltd. and CBS, Ltd., was announced yesterday by Frank Stanton, president of the Columbia Broadcasting System, Inc.

CBS Europe, Ltd., with offices in Switzerland, will serve as the administrative headquarters for the European operations. CBS, Ltd., will be located in London. These companies were formed to engage in the licensing and distribution of television films and properties.

Dr. Stanton announced that Merle S. Jones, president of the CBS Television Stations Division, had been elected director-president of CBS Europe, Ltd., and chairman of the board of CBS, Ltd.

Dr. Stanton also announced that a newly formed subsidiary, CBS Films, Inc., will replace CBS Television Film Sales, Inc. on or about Oct. 1, 1958.

AAP Stockholders Sue In Canadian Licensing

Permission to file an amended complaint in a suit against Associated Artists Productions was granted Alfred Gottsman and a number of other AAP stockholders by New York Supreme Court Justice Arthur Klein on Friday. The suit was filed against Louis Chesler, Maxwell Goldhar, Eliot Hyman, Henry J. Zittau, AAP, and Donald and Mundt, Ltd., Canadian television distributors.

'Deal Charged'

In the suit Gottsman and the other stockholders charged Chesler and Goldhar with making a deal late in 1957 "for the benefit of themselves" in which they assigned to Donald and Mundt Canadian rights to feature films and cartoons owned by AAP. While value of the sale was $4,000,000, according to the complaint, AAP got only $500,000 in cash to be paid over a period of time and 1,300,000 shares of Donald and Mundt stock worth $845,000. Suit further charges Chesler and Goldhar "violated their duties as directors" in signing the agreement and asks an accounting of monies.

On Friday the defendants asked Judge Klein to dismiss the suit on the grounds the complaint did not contain sufficient facts. However, the judge granted the plaintiffs the right to file an amended complaint within 20 days.

Videotape for Roach

(*Continued from page 1*)

on Friday by Hal Roach, Jr., president of Roach Studios, and John J. Cole, president of Guild Films, Inc. Under an exclusive long-term pact with Guild, Roach sound stages, augmented by videotape facilities, featuring Ampex recorders, will become in effect "a complete TV station without a transmitter. Our arrangement with Roach represents a marriage of videotape to motion picture facilities, technique and knowhow," Cole said.

The initial property to be taped under the new system will be the former radio series, "Date with Judy," which will be co-produced by Roach and Guild, and distributed by the latter.

In stressing significance of new videotape alliance as an important adjunct to the studio's long range plans, Roach said it would in no way affect previously announced plans for motion picture and TV production.

'Porgy' to Roll Today

HOLLYWOOD, Sept. 21.—Samuel Goldwyn's production of "Porgy and Bess" will start shooting today on location near Stockton, Calif., under the direction of Otto Preminger, with 250 members of cast and crew on call.

Real Showme

(*Continued from page 1*)

Festival which Loew's theatres ir
metropolitan area will commence
Wednesday.

In past campaigns, Emerling p
ed out, "doubtful product has
converted into box office succ
through accelerated effort on the
of individual circuit managers."

For the upcoming festival the
cuit has booked strong product
week-after-week schedule. Films
clude "Imitation General," "Ma
the West," "The Vikings," "The
luctant Debutante," "Bridge on
River Kwai" and "Around the V
in 80 Days."

Aside from enlarged newspape
vertising, increased radio time, a
touring caravan of floats, each th
will concentrate on exploiting
film to the fullest at the local
Theatre lobbies and fronts will
on a harvest atmosphere significa
the "Harvest of Hits."

Distribution Guests There

The publicity meeting was con
ed in a "cracker barrel" atmosphe
stress the need for good, old-fash
ballyhoo in selling the choice fall
uct. Guests from the distribution
panies included Howard Stric
national advertising director
M-G-M and his associates, Dan T
Si Seadler and Emery Austin; h
Bishop, eastern sales manager
Loew's, Inc.; Robert Ferguson,
lumbia's ad publicity director, ar
aides, Sid Schaeffer and Dick l
Joseph Dugar, U.A. New York
manager, and Harry Goldstei
charge of U.A.'s metropolitan are
ploitation.

From Loew's Theatres were
dent Leopold Friedman, exec
vice-president Eugene Picker and
president John Murphy, together
other officers and department l
Also, Jim Shanahan, assistant pul
director; Paula Gould, Teddy A
and others of the home office ad

Youngstein Plans Award

Max Youngstein of United
will award a two-week, all-ex
Hollywood vacation to the ma
staging the best all-around Fall
val campaign. Other awards wi
clude extra vacations in each di
and monetary prizes.

20th-Fox Releasing CS for Balance of Y

Twentieth Century-Fox will r
eight CinemaScope attractions d
the last quarter of 1958, it i
nounced by Alex Harrison, g
sales manager.

Coming first are "Barbarian an
Geisha," which will have its
premiere at the Paramount Tl
here Oct. 2, and "The Roo
Heaven," which will debut a
RKO Palace Oct. 15.

Others on the schedule in
"Mardi Gras," "In Love and
"Rally Round the Flag, Boys!" "V
"The Inn of the Sixth Happiness,
"A Nice Little Bank That Shou
Robbed."

mpo Ad Cites Rise Coverage of Films

e and more papers are expand-
eir movie coverage, according
94th in the series of COMPO
"Editor and Publisher," which
red Saturday.

recent weeks," the ad says in
"we have heard of more and
papers that are expanding their
news coverage.

was bound to happen of course,
netheless we are deeply grate-

edit for this change should go,
opinion, to those dedicated
picture editors who have un-
gly argued with their bosses
he movies have great reader
t and therefore should receive
coverage.

Downbeat Stories Decried

ese guys and gals have made
ret of their scorn for the down-
tories written about movies by
ists, financial writers and
who possessed none of the
edge that the working movie
had of their field. They, who
devoted most of their profes-
lives to covering the movie
expressed their views in essays
nade the self-appointed pall-
s of the movie theatre look sil-
an usual. Much to the delight
st of us in the movie business,
lso took healthy swings at a
ovie personalities who, to serve
their own interests, had made dire predictions about the future of our industry."

$5,000,000 Columbia Budget

(Continued from page 1)

funds for a major production was made following a week of conferences here and in Hollywood between him and Columbia executives.

Company executives were so enthused with Foreman's plans for "Navarone" that they have already started formulating a world-wide promotion and distribution program and expect it to be "one of the biggest pictures ever released by Columbia," Schneider said.

Will Select Wide-Screen Process

The announcement pointed out that Foreman has been encouraged to seek out the five biggest international stars possible to fill the major roles of the special Allied unit assigned to penetrate a German island fortress stronghold in the Mediterranean during World War II. In addition, Highroad will be free to negotiate for the use of one of the major wide-screen systems, including ones that have never before been used for a straight dramatic production. This was understood to mean either Cinerama or Cinemiracle.

Now Back in Britain

Foreman has returned to the London headquarters where work is in progress on the screenplay from Alistair MacLean's best-seller and to meet with other production executives of the independent company.

Production of "The Guns of Navarone" in color is scheduled to get underway next spring on location in the Mediterranean area. Among the areas that have been scouted are the Orbetello section of the west coast of Italy and some of the Greek islands.

Popular Here and Abroad

"The Guns of Navarone" was published in the United States by Doubleday, after having appeared as a *Saturday Evening Post* serial. It was a best-seller in both the United States and England.

Cleveland Variety Will Elect Officers Oct. 3

Special to THE DAILY

CLEVELAND, Sept. 21. – Variety Club chief barker David Rosenthal has set Oct. 3 for a general membership meeting to elect new officers. Ralph Pries, International district representative, is scheduled to attend and present plans for extending both membership and charity activities of the organization.

Other planned events are a Hallowe'en party in the Tudor Arms club rooms on Nov. 1 and a Las Vegas Night on Nov. 8, when the highlight will be a drawing for a sports car.

Univ. Drive

(Continued from page 1)

will get under way on Sept. 28 and end on Nov. 1, to coincide with the conclusion of the company's fiscal year.

Five productions head the line-up of films set for release throughout the world during October. They are "A Time To Love And A Time to Die," "Twilight For The Gods," "Raw Wind In Eden," "Horror of Dracula," and "This Happy Feeling."

'U' Reports Net

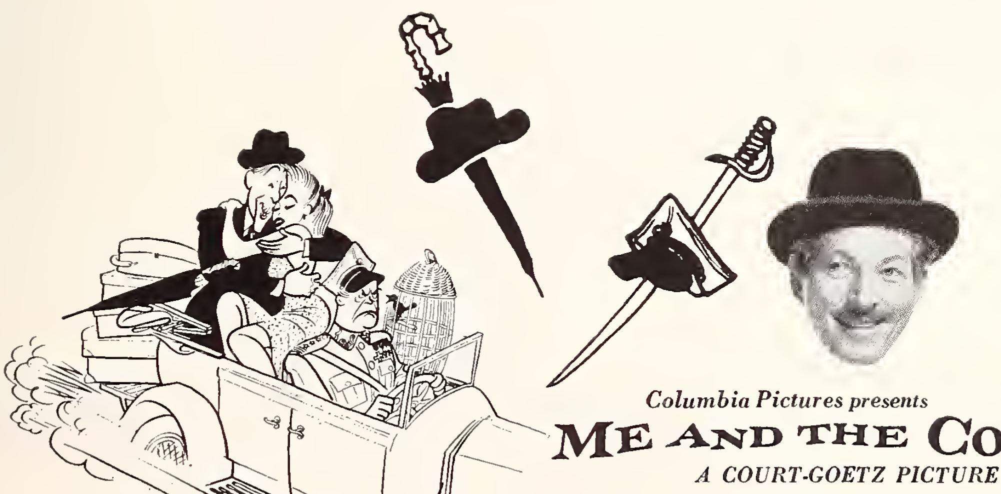
(Continued from page 1)

dends on the preferred stock this loss is equivalent to $1.09 per share on the 927,254 shares of common stock outstanding on Aug. 2, 1958.

For the 39 weeks ended Aug. 3, 1957, the net profit was $1,887,498 after providing $2,005,000 for Federal income taxes. After dividends on the preferred stock this is equivalent to $1.86 per share on the 927,254 shares of common outstanding Aug. 3, 1957.

'Mouth' to Festival

"The Horse's Mouth," the new Alec Guinness film for United Artists release, will be the British entry at the Mexican World Review of Film Festivals to be held in Mexico City Oct. 10-27. Previously announced as the official American entry was Stanley Kramer's "The Defiant Ones," also a UA release.



Columbia Pictures presents

ME AND THE COLONEL

A COURT-GOETZ PICTURE

starring

DANNY KAYE · CURT JURGENS

NICOLE MAUREY

It's entertainment with a capital KAYE!

as a daring man on the run, engages in a duel of wits

with a very unusual sort of colonel and his very unusual French lady!

selected PICTURE OF THE MONTH FOR OCTOBER

BY seventeen *Magazine*

... entertainment guide for America's top movie-goers—8,500,000 young women under 20!

"Solid Action!"

—FILM DAILY

"A Thriller!"

——M. P. DAILY

HEMINGWAY-HOT ADVENTURE!

Based on a story by ERNEST HEMINGWAY

"SEXY! ACTIONFUL!

Excellent entertainment values thanks to Don Siegel's able direction and three fine performances by Audie Murphy. Patricia Owens and Eddie Albert The script combines sex, wit and gutty action Murphy brings ar unexpected playfulness to the bedroom scenes

—*Hollywood Reporte*

SEVEN ARTS PRODUCTIONS presents

The Gun Runners

starring AUDIE MURPHY · EDDIE ALBERT · PATRICIA OWENS · EVERETT SLOANE

and introducing GITA HALL

Produced by CLARENCE GREENE

Directed by DON SIEGEL

Screenplay by DANIEL MAINWARING

PAUL MONASH

THRU UA

All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

84, NO. 59 NEW YORK, U.S.A., TUESDAY, SEPTEMBER 23, 1958 TEN CENTS

ase Two

ew Southern usiness Drive ets Underway

r Circuits Join in motional Campaign

Special to THE DAILY

W ORLEANS, Sept. 22.—Sec- phase of a special campaign in outhern section of the country courage theatregoing on a reg- "habit" basis is getting under- this week. The program was urated here last spring under adership of Henry G. Plitt, pres- of Paramount-Gulf Theatres. king part again in the new drive Florida State Theatres in the ieast, Interstate Theatres of , and Paramount-Gulf, which tes in Louisiana, Mississippi, and Gulf Coast of Florida and Ala-

(*Continued on page* 3)

he Capacity Now Million Feet Year

e acquisitions by Pathe Labora- of the laboratory and facilities Columbia Pictures' Hollywood will increase Pathe's volume its productive capacity to more 750 million feet a year, O. W. ay, Pathe executive vice-presi- said yesterday. He made the

(*Continued on page* 7)

ler Delay in AFM fection' Trial

From THE DAILY Bureau

LLYWOOD, Sept. 22. — A re- ng order by Superior Court Bayard Rhone has delayed for st 10 days AFM's international tive board's committee trial of musicians charged with "dual

(*Continued on page* 8)

elevision Today Page 7

U.K. Circuit Plans Its Own National B-B Campaign

By PETER BURNUP

LONDON, Sept. 22.—Associated British Cinemas is to institute a national advertising campaign here as part of an all-out effort to stimulate business in the theatres.

A campaign of this nature had been proposed and championed by the company for a considerable time, ABC executives said, and it had been hoped that other industry bodies would participate. Rather than wait, however, for the completion of nego-

(*Continued on page* 3)

Haines to Retire As WB Division Manager

Roy Haines

Roy Haines, western division manager of Warner Bros., will retire this weekend after more than 30 years with the company, it was announced here yesterday. Haines, who has served Warner Bros. in a variety of capacities, will continue to be available to the company, however, as an adviser and consultant to the sales department, it was stated.

The sales executive entered the motion picture industry as a salesman for First National, predecessor of

(*Continued on page* 8)

Claim S.C. Sunday Film Suit 'Without Merit'

Special to THE DAILY

COLUMBIA, S.C., Sept 22—A suit filed by Robert B. Talbert, manager of the Carolina Theatre, Spartanburg, challenging the constitutionality of South Carolina's ancient Sunday blue law, is "without merit," Attorney General T. C. Callison states in an

(*Continued on page* 8)

'H-Man' Producer Sees Science Fiction Key

By FLOYD STONE

The Japanese industry made a mistake, but Nagamasa Kawakita won't.

He's offering the West what it wants. Currently, he said, it's science fiction, and finely made, sophisticated drama.

The Japanese industry, he said, was impressed some years ago by its success here with classical costume

(*Continued on page* 8)

'U' Sets 8 Minimum for Early 1959; Six Later

Universal has set a minimum of eight features for early 1959 release, plus an additional six features scheduled for release later than next April.

This information was supplied by

(*Continued on page* 2)

See France Asking More Control Over Importation of U. S. Films

By J. A. OTTEN

WASHINGTON, Sept. 22.—U.S. government officials wonder whether France will demand greater control over the importation of U.S. films when the U.S.-French film agreement comes up for renewal next spring.

This was revealed in a review of the motion picture situation in France, prepared by Earl H. Young of the Commerce Department on the basis of dispatches from Paul F. Duvivier in the U. S. Embassy in Paris.

The review notes that for the first time in the history of the agreement, the French government during the current fiscal year has the right to select 40 of the 110 U. S. films that can be imported into France. Previously, the Motion Picture Export Association picked the films for the annual quota.

"The new element of increased

(*Continued on page* 6)

Convention Talk

Fabian Sees Overseating a Major Problem

Hits 'Product Shortage' And Allied 'White Paper'

Special to THE DAILY

CHARLESTON, S. C., Sept. 22.—Progressive thinking, designed to keep exhibition abreast of the changing times, together with hard work and an increased flow of quality product will sustain a healthy theatre industry, but the country still is seriously overseated and additional theatre closings are inevitable, Si H. Fabian, president of Stanley Warner Corp., told the annual convention of Theatre Owners of North and South Carolina at the Fort Sunter Hotel here today.

Si Fabian

Fabian, as on a number of previous

(*Continued on page* 6)

'58 Good Year for TOA, Stellings Tells Carolinas

Special to THE DAILY

CHARLESTON, S. C., Sept. 22.—Despite a slow start in the early part of this year, "every indication now points to 1958 being considerably better (for exhibition) than 1957," Ernest G. Stellings, president of Theatre Owners of America, told the annual convention of Theatre Owners of

(*Continued on page* 7)

Skouras Names Staff For Adler's Duties

From THE DAILY Bureau

HOLLYWOOD, Sept. 22. — Plans for the conduct of studio operations at the 20th Century-Fox plant were outlined today by Spyros P. Skouras, president of the company, who

(*Continued on page* 8)

PERSONAL MENTION

JOSEPH H. MOSKOWITZ, 20th Century-Fox vice-president and Eastern studio representative, will return to New York today aboard the "Queen Elizabeth" from Europe.

•

Arthur Israel, Jr., Paramount Music Corp. executive, is in Hollywood from New York.

•

Edward L. Hyman, vice-president of American Broadcasting-Paramount Theatres, has returned to New York from Detroit.

•

William "Pete" Matthews, vice-president of Young & Rubicam, has returned to New York from Pemaquid Point, Me.

•

Leo F. Samuels, Buena Vista president; **Irving H. Ludwig**, domestic sales manager; **Ned Clarke**, foreign sales manager; **Charles Levy**, director of advertising-publicity; **Lou Gaudreau**, business manager; **James O'Gara**, Eastern division manager; **Jesse Chinich**, Western division manager, and **Leo Greenfield**, assistant Eastern division manager, will leave New York later this week for Hollywood.

•

Satyajit Ray, director of the Indian film "Pather Panchali," will leave here via B.O.A.C. today for London on the return trip to Calcutta.

•

Joe Gins, NTA Pictures sales manager, left here last night for Washington.

•

Leon Roth, vice-president of the Mirisch Co., has arrived in New York from the Coast for 10 days of conferences with United Artists executives.

•

Sid Greenhaus, Film Graphics production director, left here yesterday for Detroit.

•

Michael Havas, Buena Vista European sales manager, has arrived in New York from Paris. He will leave here later in the week for Hollywood.

•

Jonie Taps, studio executive and general manager of Colpix Records, subsidiary of Columbia Pictures, has arrived in New York from the Coast.

•

Henry Koster, director who has just completed "The Naked Maja" in Italy for United Artists, will return to New York tomorrow aboard the "Independense."

Rule Columbus Theatres Honor Coupon Books

Special to THE DAILY

COLUMBUS, O., Sept. 22.–Operators of several local theatres, as well as other firms who contracted with Recreational Institute Inc., Chicago, in a coupon book promotion must honor coupon books now in circulation, it was ruled by Common Pleas Judge Kenneth Sater.

Linden theatre attorneys contended the Chicago firm misrepresented the deal and that film houses were not bound to honor the coupons. Publishers of the booklets asked for a temporary injunction to stop the theatres from refusing to honor the coupons.

Demands Bookholder Protection

Judge Sater ruled the controlling issue in the case is the protection of the bookholders and the agencies which were used as distribution centers. The temporary injunction was granted.

Theatre attorneys are expected to move for an early hearing on the merits of the case to decide whether the temporary order should be dissolved or made permanent. The contracts expire Dec. 30.

The Chicago firm sold about 13,000 books locally through grocery stores and factories. The books, called Sports Sampler, sold for $3 and contained coupons for theatres, clubs, driving ranges and swimming pools. They represented a value many times the cost.

Bankruptcy Called Possible

The theatres say the Chicago firm's salesmen told them the booklets would be sold only in stores and factories. The limit was to be one to an employe or patron. Thus, if a worker used a coupon, he likely would bring his family and pay regular admission for them. Some of the theatres and other firms involved contend it would mean bankruptcy if they honor all the booklets sold.

WGA-W versus Lippert Goes to Trial Oct. 21

From THE DAILY Bureau

HOLLYWOOD, Sept. 22.–Lippert Pictures, Inc., failed to get a dismissal in Judge Thurmond Clarke's Federal District Court here today, on a suit filed against it by the Writers Guild of America-West for money due writers of 73 post-1948 films released to television by Lippert. Lippert contended there was a lack of jurisdiction, which was denied following opposal by Guild's attorney Melville B. Nimmer.

The Guild is asking for 15 per cent of the initial compensation paid writers of the theatrical films involved.

The case will go to trial on Oct. 21.

'U' Minimum

(Continued from page 1)

the company to the meeting of Eastern and Midwestern theatre affiliates of American Broadcasting-Paramount Theatres conducted by Edward L. Hyman, vice-president, in Detroit late last week.

2,500 Copies Printed

Hyman had called theatre executives together, as he will others in other parts of the country later, to discuss with them the last 1958 quarter and partial 1959 release schedules of 10 national distributors. AB-PT has had 2,500 copies of the schedule printed for exhibitors supporting its orderly distribution program. At the time the schedule was printed, Universal's plans were incomplete in a number of important particulars. Hence, it was able to supply information on only nine new features and four reissues which it has scheduled for release from September to Jan. 1, 1959.

The additional information, consisting of a minimum of eight releases from Jan. 1 through April, and six additional releases for later in 1959, is being printed separately and 2,500 copies will be mailed by Hyman for addition to the schedules previously sent out.

Product Listed

The new product on the Universal list includes the following: January (Christmas-New Year's release) "The Perfect Furlough," with Tony Curtis, Janet Leigh, Keenan Wynn, Linda Cristal, in color; "Money, Women and Guns," Jock Mahoney, Kim Hunter, Tim Hovey, color; "The Silent Enemy"; February: "A Stranger in My Arms," June Allyson, Jeff Chandler, Sanda Dee, Charles Coburn, color; "No Name on the Bullet," Audie Murphy, Joan Evans, Charles Drake, color; March: "Imitation of Life," Lana Turner, John Gavin, Sandra Dee, Susan Kohner, Robert Alda, Dan O'Herlihy, Juanita Moore, color; "Step Down to Terror," Colleen Miller, Charles Drake; April: "Never Steal Anything Small," James Cagney, Shirley Jones, Roger Smith, Cara Williams, color.

Six for Later Release

Those scheduled for later release include: "The Wild Innocents," Audie Murphy, Sandra Dee, color; "This Earth Is Mine," Rock Hudson, Jean Simmons, Dorothy McGuire, Claude Rains, color, a Vintage Prod., directed by Henry King; "Phantom of the Opera," color, Hammer Films Prod.; "Viva Gringo," Rock Hudson, Kirk Douglas, color, a Bryna Prod.; "Operation Petticoat," color, and "Spartacus," Kirk Douglas, Laurence Olivier, Charles Laughton, color, a Bryna Prod.

100 Circuit Officials To Attend Para. Meet

Over 100 leading circuit executive
and independent exhibitors and pres
representatives have been invited b
Paramount Pictures to attend
luncheon-meeting here next Monda
to hear George Weltner, vice-pres
dent in charge of world sales, de
scribe the company's future produ
tion and releasing plans. The mee
ing will be the second in a series
worldwide conferences planned b
the company. The first will take pla
Thursday in Toronto for Canadi
exhibitors, newsmen and critics.

The local meeting will be in t
East Ballroom of the Hotel Astor.

Birdwell Will Handle 'Screenbill' Promotion

Worldmark Press, Inc., of Ne
York, publishers of "Screenbill, t
movie-goers' national weekly," whi
will commence publication with a c
culation of 2,100,000 the week of D
15, has announced the appointment
Russell Birdwell and Associates, In
to handle advertising and promoti
The "Screenbill" campaign will
clude trade publications, magazi
and newspapers.

Distribution Country-Wide

"Screenbill" will be distributed
theatre circuits in all parts of
country to their patrons. Each theat
copies of the magazine will carry
theatre's name and address on
front cover. The back cover will
devoted to cast and credits for
theatre's current screen offerings
announcements of coming film attr
tions.

'Onionhead' Date Set

Warner Bros.' "Onionhead"
have its world premiere at the Cap
Theatre here on Wednesday, Oct.

NEW YORK THEATRE

RADIO CITY MUSIC HALL
Rockefeller Center • CI 6-4600
"CAT ON A HOT TIN ROOF"
ELIZABETH TAYLOR • PAUL NEWMAN • BURL IVE
JACK CARSON • JUDITH ANDERSO
FROM M-G-M IN METROCOLOR
and GALA NEW STAGE SPECTACLE

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Photo Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager, TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Vi
Canby, Eastern Editors. Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; Telephone HOllywood 7-2145; Washington, J. A. Otten, National Press Club, W
ington, D. C.; London Bureau, 4, Bear St. Leicester Square, W. 2. Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in
principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockef
Center, New York 20, Telephone CIrcle 7-3100. Cable address: "Quigpubco. New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-P
dent and Treasury; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 times a
as a section of Motion Picture Herald; Television Today, published daily as a part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fame. Entered as se
class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign. Single copies,

outhern B-B

(Continued from page 1)

na. Joining this time are the 96 atres in the Wilby-Kincey circuit the Carolinas, Georgia, the Vir- ias, Tennessee and Alabama.

Enthusiasm for the promotional gram is high with executives of all ır theatre circuits leaving their cen- l offices and personally going und their territories to spur thea- managers to work hard to make program a success. Cooperation m the local press has also been ellent.

Plitt said the initial phase of the npaign had been launched with the w Orleans world premiere of "Hot ell" and that as a result of special atment in the South the film had ie four times the business there t it did in other parts of the coun- A second film used in the trial s "From Hell to Texas," which had ilar success, he said.

Four Films for 2nd Phase

Four new films are being used to nch the second phase of the cam- gn. They are "The Barbarian and Geisha," "Houseboat," "Onion- d," and "Mardi Gras."

n addition to aiding local business, t hopes the campaign will tie in h the national efforts of exhibitors make the "orderly distribution" re- sing schedule a success.

He said he would like to prove Jerry Wald, producer of "Mardi ıs," that his picture, "which cer- ıly is big enough to play the anksgiving holidays, can, with per selling, make as much two eks before the holidays. If we can ve this point, we stand a good nce of getting superior product 52 eks a year, and this is the only e of motion pictures."

o Display Old Flag ‘Barbarian’ Bow

100-year-old American flag, the foreign colors raised in the city Tokyo by U. S. Consul General wnsend Harris in 1857, will be dis- yed at the Paramount Theatre here . 2, during the charity world pre- re of "The Barbarian and the sha." The debut performance will held under the auspices of the City lege Fund.

Harris, the first Western representa- to Japan, carried the historic, 31- flag for more than 100 miles from moda to Tokyo, then known as lo, when he negotiated the first le treaty between the United States l Japan. The Twentieth Century- film tells the story of Harris, dited as the diplomat who opened an to foreign trade and culture.

H. Matthews, 61

HARTFORD, Sept. 22. – Frederick Matthews, 61, projectionist at the nley-Warner Embassy, New Brit- , Conn., for the past 35 years, is ıd after a short illness. He also ved as business agent, Local 301, TSE of New Britain.

U.K. Circuit Sets B-B Drive

(*Continued from page* 1)

tiations which may become protracted and miss the start of the important autumn season, Associated British has decided to bear the entire cost of the campaign at this time.

It is stressed, however, that should other industry organisations in the future decide to cooperate in the plan, Associated British is prepared to amend their individual undertaking in favour of a larger all-industry scheme.

Drive Is Based on Survey

The advertising has been planned only after a complete audience survey made by Associated British in which it was ascertained that the greatest fall-off in attendances was among the middle-age groups. Therefore, all advertising will be directed towards this audience classification. The basic thought behind the campaign is one of motivation . . ." to remind the average husband and wife that a night at the cinema is great fun and a change of pace . . . particularly for the housewife."

September Start Planned

Present plans call for the campaign to commence in late September and, as a first effort, to continue until the Spring. The position will then be reviewed and further developments planned.

USIA Creates Separate Television Service

From THE DAILY Bureau

WASHINGTON, Sept. 22—The United States Information Agency has created a separate television service and will step up its TV activities to a growing number of free world television stations, the agency announced today.

Director of the new operation will be Romney Wheele, NBC executive and former newspaper man.

The agency's television service will supply overseas TV stations with documentary films, special events coverage and features showing aspects of American life.

New Dates Set for 'Pacific' Abroad

Special to THE DAILY

LONDON, Sept. 22.—Following the success of the Todd-AO version of "South Pacific" at the Corporation's Astoria in Brighton, agreements have been signed for the opening of the picture towards the end of the year at Associated British Corporation's houses in Dublin and Belfast. The picture has been running to record business at the Rank Organisation's Dominion in Tottenham Court Road, London, since April 21, and at the Gaumont, Manchester, since April 28. It concludes this week a record nine-week engagement at 20th-Fox's Drake Theatre in Plymouth. The picture opens today in Glasgow, Newcastle, Leeds and Birmingham.

Rank Organisation theatres in Edinburgh, Sheffield, Nottingham, Bristol, Liverpool and Cardiff are currently in course of conversion to full Todd-AO. "South Pacific" will open in each of these houses during the Christmas holidays.

100 Book 'Yankees'

A midwest saturation opening of Warner Bros.' "Damn Yankees" will be launched tomorrow in more than 100 theatres throughout Minnesota, the Dakotas and Wisconsin. A heavy radio-TV advertising campaign has been prepared to back the opening of the film.

Pepsi-Cola Will Host Western Party for TOA

The Pepsi-Cola Co. will be host to the delegates to the convention of Theatre Owners of America in Miami Beach next month at a "western chuck wagon party" on Thursday night, Oct. 23. The affair will take place in the Starlite Patio of the Americana Hotel, headquarters for the convention.

Stagecoaches, a chuck wagon to dispense the "grub," saddles, hay bales, posters, cowboys and cowgirls, and possibly even a few horses, will be on hand. There will also be square dancing.

Charles Baker, vice-president for national sales, and Norman Wasser, manager of the national theatre sales department, will be hosts for Pepsi-Cola.

Harry Ascher, 75, Dead; Chicago Circuit Veteran

Special to THE DAILY

CHICAGO, Sept. 22. – Film and theatre trade members here were saddened by news of the death in New York late last week of Harry Ascher, veteran Chicago exhibitor who, with his brother, Nathan, operated the important Ascher Bros. theatre circuit here for many years.

Ascher, who was 75, died of a heart attack last Friday after having been hospitalized in New York for several weeks as a result of injuries sustained as a victim of a hit-and-run automobile accident there. He is survived by two sisters, Mrs. Lillian Horn and Mrs. Herbert Herkimer.

Funeral services for the deceased were held on Sunday at Riverside Memorial Chapel in New York.

25 'Big' Openings

"The Big Country," the William Wyler-Gregory Peck production, has been set by United Artists for 25 regional openings in the United States and Canada next month. Initial key cities figuring in the dating program include Pittsburgh, Cincinnati, Cleveland, Atlanta, Miami, Buffalo, Albany, St. Louis, Salt Lake City, Houston, San Antonio, Minneapolis, New Orleans, Montreal and Toronto.

PEOPLE

Abram F. Myers, Allied States general counsel and chairman of the board, will be the guest speaker on Oct. 27 at the meeting of the Motion Picture Association of Toronto at the King Edward Hotel, Toronto.

* * *

Dr. Herbert T. Kalmus, president and general manager of Technicolor Corp., has been named an honorary member of the Society of Motion Picture and Television Engineers "in recognition of his more than 40 years of achievement in the field of color motion pictures."

* * *

Joseph A. Tanney, president of S.O.S. Cinema Supply Corp., will be among the group of Americans attending the Photokina 1958 in Cologne. He left here for Germany last Saturday.

* * *

Paul Gifford Anglim, former director of specialized film programs for Fox Intermountain Theatres, Denver, and former director of the Denver Film Society, has been named general manager of theatre operations for the Sombrero Playhouse, Phoenix, Ariz. The 500-seat house plans to install Todd-AO equipment for road show film attractions in addition to its winter season as a stage theatre.

* * *

Dr. David L. MacAdam and **Keith Lewis**, Eastman Kodak Co. executives, have received awards from the Society of Motion Picture and Television Engineers "in recognition of the rank they have attained among engineers in the motion picture industry through their proficiency and contributions in the field."

Permit Buffalo Theatres To Give Away Prizes

Special to THE DAILY

BUFFALO, Sept. 22.—The Common Council has directed the corporation counsel to prepare an ordinance amendment which will permit "inducements" to stimulate motion picture theatre patronage. The amendment would permit theatres to give away prizes and premiums as long as they remain within the state's gambling and lottery laws.

Action is the result of a petition filed by eight motion picture theatres asking for the change in the ordinance. In their petition the theatres pointed out that they are losing patronage.

Drop Double Bills

HARTFORD, Sept. 22.—Lockwood & Gordon has dropped the double-bill program at the Strand Theatre, Winsted, Conn., in favor of one main feature, supplemented by short subjects.

HERE'S WHAT THE MEN WHO KNOW BLOC

PARAMOUNT'S EXHIBITOR SCREENINGS HA
HUNDREDS OF RAVE COMMENTS—HERE ARE

“Sparkles like a spring day in Texas. Bound to win young in heart from eight to eighty. Congratulatio mount for a wonderful family attraction.” —*R. J. O'Donnell,*

“'Houseboat' means full houses!” —*Jerry Zigmond, United Param*

“One of the most delightful comedies I have seen. highly entertaining for the public and at the boxoffic
—*Pat R. Notaro,*

“A delightful, wholesome picture for the entire fam will love it!” —*Ray Wolff, Fanchon and Marco Circuit*

“A helluva Howl. Grant's great—Loren's luscious! Sl moving yarn that all types of audiences will enjoy.
—*Jay Wren,*

“A marvelous piece of entertainment that should do Grant and Loren great—and don't forget the kids!”
—*Bernie Br*

“A wonderful, wonderful comedy. Should be solid
Jack Fruchtman,

“I can't wait for this one! Real entertainment.”
—*Marvin Goldman, Ontario Th*

“One of the finest family pictures of the year.” —*Frank B.*

“This one can't miss in any situation.” —*Harley Davidson, Inde*

“A delightful picture—for everybody.” —*Izzy Rappaport, Rapp*

“Terrific comedy. The kids will love it.” —*George Wheeler,*

USTERS SAY ABOUT "HOUSEBOAT"

OUGHT

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Theatres, Baltimore

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ndria Amusements

atre Service

re, Baltimore

re, Washington

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Written by MELVILLE SHAVELSON and JACK ROSE

Fabian Urges Needed Support for B-B Drive

Special to THE DAILY

CHARLESTON, S.C., Sept. 22. – "It is deplorable to see the industry business-building campaign falter and possibly fail," Si H. Fabian, president of Stanley Warner Corp., told the Carolina Theatre Owners convention here today.

"Other industries have demonstrated most frequently that campaigns of this nature work exceptionally well. Surely, this organization must support this movement. Ernest Stellings (TOA president, who did much to get the campaign on the planning boards) deserves your wholehearted support. And it's in our own selfish interest to give it to him," Fabian said.

France Asking

(*Continued from page* 1)

French control has given concern to U. S. film representatives in Paris," the report states, "who fear it may benefit only those U. S. producers who are most cooperative in leaving some of their earnings in France or in introducing French films into their distribution network in the United States.

Reaction Awaited

"It remains to be seen how French authorities will administer this further import control and whether in negotiating a new two-year agreement late in 1959 they will demand control of a larger percentage of imports which could lead eventually to an important control of the types of foreign films they will accept and the foreign producers or distributors they are willing to deal with."

The review said production of feature films had increased in France during 1957, going from 110 in 1955 to 129 in 1956 and to 142 in 1957, but the increase was due exclusively to a step-up in co-production activities. Co-produced features rose from 39 in 1956 to 61 last year, while 100 per cent French - produced films dropped from 90 to 81.

Paid Admissions Rise

The number of paid admissions rose from 392,500,000 in 1956 to 406,500,000 last year, the review said, adding that 118 new theatres opened in 1957, compared with 149 the previous year. There were 5,732 theatres in France as of Jan. 1, 1958, according to the review. Television was reported making serious inroads on attendance in northern France, but not in other areas.

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Fabian Sees Overseating as Major Problen

(*Continued from page* 1)

occasions, called for Federal authorization to divorced circuits to engage in production to help ease what he sees as a shortage of product.

"These organizations (divorced circuits) have vast picture business experience," he said. "They have the resources and the financial strength to embark upon programs which would turn the feature shortage into an adequate supply.

Cites NT and SW

"National Theatres is eager to make pictures. Stanley Warner is ready to go into production. Others would climb this band wagon. All of the exhibitors of the United States should support this movement for more production and should tell our government this is what is needed to survive and restore our business to health and prosperity.

"This is one of the most important moves you can make to protect your operation," he said.

Fabian was outspoken in criticism of the so-called "white paper" which has been distributed by Allied States to many law makers, civic groups, merchants and others outside the industry, protesting distribution practices and the enforcement of the industry consent decrees and calling for government pressure to obtain stricter interpretation and application of the decrees.

'Most Startling Thought'

The Stanley Warner head said: "What concerns me is the philosophy expressed generally by this paper. It would seem that its main contention is that further government regulation of our business is the only thing that will cure all of our ills and restore the industry to good health.

"This, to me, is the most startling thought that has yet been advanced for our troubles. Perhaps, in the dictatorships behind the Iron Curtain this sort of thing works well, but in the free air of the United States it is repugnant even to think of it. Further government regulations can only lead to eventual control of our screens and policies. It means telling us what to play, when to play, where to play and for how much.

'We Can Fight TV'

"We can fight television, but only with an adequate supply of good pictures. Let me assure these gentlemen that government regulation will not put one more picture in release, nor will it attract any new capital to help make the additional pictures we need so badly. On the contrary, government regulations must tend to destroy the initiative of both capital and creative people and eliminate any possibility of more pictures being produced.

"It is my thought that the present amount of government regulation has tended to interfere with the free flow of economic forces in our industry, and that this interference has worked to the detriment of the industry as a whole."

On the subject of re-examining the traditional ways of doing business, Fabian reminded the convention that, "The times are changing. We must change with them or our business may not survive. In this trying period we are under pressure to test anew all media of promotion and advertising—to try out new policies to follow trends of public taste."

Suggests Three Improvements

Among the long established exhibition practices which he suggested to his audience are in need of re-examination and re-appraisal are theatre design, even to the tradition location of projection booths, which he noted Cinerama already has broken away from; theatre advertising methods, particularly in the use of television and radio; and the continuous performance practice, which, he suggested, the public may have outgrown already and may even now be prepared to see all or most pictures from the beginning.

Fabian commended the several theatre campaigns now in progress to attract increasing numbers of senior ctiizens to theatres.

Calls Films 'Greatest Instrument'

Of the various changes of probable benefit to exhibition, Fabian pointed out that they are designed to aid in the unending competition with television—"a competition we should not, cannot, must not lose. On our side is the greatest instrument for entertainment ever created. If we encourage its refinement and improvement, if we use ingenuity, resourcefulness and fighting spirit and, above all, showmanship—and do it ourselves and not depend on the government to do it for us—this will once again be a proud and happy industry."

Fabian was bitter in his condemnation of the policies that permitted sales of film backlogs to television, linking them with the "fantastic errors of exhibition in inciting the g ernment to dismember the struct of our business." But he termed " monstrous mistake by production distribution in putting a most dang ous competitor into the business showing great motion pictures of past in competition with new prod of all grades," as "a much more s ous error."

Points to British Plan

On the problem of overseati Fabian referred to the rationalizat idea recently put forth by John D of the J. Arthur Rank Organizat in England, which suggests the vol tary closing, according to indu plan, of numbers of superfluous th tres, with their owners to be re bursed out of an industry pool crea by a levy against admissions sold. said the plan probably would be legal here and wouldn't work a how, because American exhibitors, like their British counterparts, n have been able to get together one big exhibitor organization.

But reduction of seats has to co Fabian said, and urged his liste to think about the problem and s solutions for it.

"What would happen in your dividual situation," he asked, " theatre were to be eliminated? T would be better bookings, more c sistent shows in the remaining hou and greater opportunities to attract public to our theatres.

"In the depression of the 1 exhibitors used their ingenuity, t courage and their working powe effect closings of theatres and to correction of bad competitive ations. Those who survived the to '30s were those who followed th principles, and really worked, they went on to the prosperous cade of the '40."

Sees Existence Unthreatened

Freely admitting he had no pan for the theatre problems of the Fabian said, nevertheless, "I say absolute confidence, there will al be an important theatre business.

He said it was a "tough decis recently to close the 5,000-seat, 000,000 Mastbaum Theatre in P delphia, "But what else do you about the theatre that no longer its way in your business?"

Calls Backlog Sales to TV, 'Commercial Atrocity'

Special to THE DAILY

CHARLESTON, S.C., Sept. 22. – The sale of film backlogs to the film industry's toughest competitor, television, "is a kind of competition, created by ourselves, that is so fantastic in its damage to the interest of the people who did it that no writer could have ever conceived such a commercial atrocity – which must never happen again," Si Fabian, Stanley Warner president, told the Carolina Theatre Owners convention here today.

Taken with the simultaneous shortage of good product, he said, "we encourage our possible patrons to stay home and see old movies, and reduce the incentive to go out to a movie by short-changing the theatres hungry for new features."

Lane Theatre Closed

COLUMBUS, O., Sept. 22.–L only Columbus theatre located i shopping center, has closed and be converted into a storeroom, it announced by Milton Yassenoff, eral manager of the Academy circ Expansion of the Lane Shopping C ter in suburban Upper Arlin caused the shuttering, he said.

50 Book 'Vikings'

Kirk Douglas' "The Vikings" been booked into 50 first-run thea in the New York area for engagem starting Oct. 8, it was announced United Artists.

llings Reiterates irement from TOA

Special to THE DAILY

HARLESTON, S. C., Sept. 22.–st G. Stellings, who has men-ed his intention of retiring from Theatre Owners of America pres-cy with the organization's annual ention next month, reiterated that rmination at the Carolinas Thea-Owners convention here today. ou'll be free of me after this," told the conventioneers. "You 't have to listen to me any more I'll have more time to enjoy elf and also look after our own tres."

'8 Good Year

(*Continued from page* 1)

h and South Carolina at the Sunter Hotel here today.

ellings added that "Some of the ovement we are now experienc-is directly traceable to TOA ac-es. The two biggest factors were result of national TOA activity, orted by local units."

nest Stellings

Stellings named the two factors as "the temporary stopping of films to television" and "the selling of the idea for more product and an orderly release of that product."

He said a Sindlinger survey, paid for by TOA "and h shocked the socks off this in-ry," provided the ammunition which TOA leaders went armed he heads of every distributing pany. "The Sindlinger figures and arguments," Stellings said, "built m to stop the flow of any worth-e product to TV and saved this e industry from bankruptcy. We ed from the heads of these com-es a pledge to prevent the further of pictures to TV as far as their er to prevent such sales could go."

Urged Orderly Release

aid in overcoming the error of to TV, he continued, "we sought secured promises to release prod-in a more orderly manner. This ect was headed up by Ed Hyman the help of Leonard Goldenson aramount Theatres, with assist-continually from TOA officers."

A now will seek means of in-sing production "even if we must production secure some theatres trade for the formerly affiliated its going into production. It is ssary, even if we have to go this o get more product."

e also said there must be a "per-ent and continuing program" for ing post-'48 films from television. A has been working on such a plan," he said. "I regret it has not developed enough to be presented to you here. It should be ready by the time of our convention in Miami next month. It is designed to save this industry."

Other accomplishments which Stellings credited TOA with in the past year included deferment of pay-TV tests by Congressional action; "securing from Congress an admission tax cut, a new depreciation formula to give you a quicker tax write-off on new equipment, a pledge by the Small Business Administration that it will review qualifying drive-ins for loans, a reversal of the downbeat trend of newspaper articles about the industry, and the cultivation of a new spirit of cooperation among distribution, production and exhibition."

Cites 'One Disappointment'

TOA did meet with "one great disappointment during the year," Stellings said. That was when the industry business-building campaign, which TOA took a leading part in getting organized, "floundered for lack of money from exhibitors."

Stellings said that while "we are still hopeful the radio portion of the campaign will start soon, it's up to you." He said the exhibitors whose participation cost would range only from $20 to $100 "is the one who failed," and pointed out that only 10 Carolina exhibitors apart from Wilby-Kincey, Stewart-Everett and Consolidated circuits, pledged themselves to participate.

Pathe Capacity

(*Continued from page* 1)

statement in connection with a joint announcement of the deal with Abe Schneider, Columbia president.

The agreement was predicted in MOTION PICTURE DAILY yesterday. It also calls for Pathe to process film for both Columbia and its subsidiary, Screen Gems.

Gerald F. Rackett, who has been supervising executive of the Columbia laboratory since 1947, will be named a vice president of Pathe, in charge of its West Coast laboratory operations.

An engineer and a director of the Motion Picture Research Council, Rackett previously served 16 years with Technicolor, nine of them as vice president and assistant general manager.

To Entertain Allied Delegates at Chez Paree

Special to THE DAILY

CHICAGO, Sept. 22.–The Pepsi-Cola Co. will host an evening at Chez Paree here for delegates to the 1958 national convention of Allied States Association, it was announced by Jack Kirsch, general chairman of the convention, which is scheduled for Oct. 13 through 15. The Pepsi-Cola affair will be on Tuesday, the 14th.

Delegates will be entertained at the Chez by the McGuire Sisters and comedian Dave Barry.

Television Today

Association TV Buys Australian Company

From THE DAILY Bureau

LONDON, Sept. 20 (By Air Mail). –Associated Television, Ltd., one of the leading programme contractors to the commercial network here, announced today it has acquired extensive radio and television interests in Australia by purchasing Broadcasting Associates Pty. Ltd. of Sydney, a company previously owned by the "Daily Mirror" and "Sunday Pictorial" newspapers of London.

Interest in 6 Stations

Broadcasting Associates has a substantial interest in six radio stations in the principal Australian cities, as well as in the Macquare commercial radio network. This is Associated TV's first venture into radio.

In commercial television Broadcasting Associates has a substantial interest in a TV station at Sydney and also owns Artransa Pty. Ltd., which operates the most extensive and comprehensively equipped film studios in Australia.

John Patience of Sydney, who has been chairman of the board for several years, has been retained by Associated TV in that capacity to operate the new Australian set-up.

Company Formed in U.S.

Earlier in the week Associated TV and its associated company, Incorporated Television Programme Company, had announced the formation in the U.S. of a new television film company called Independent Television Corp.

Kenin Asks Consumer Boycott to Aid AFM

Herman D. Kenin, president of the American Federation of Musicians, addressing a meeting of the New York Conference of Musicians in Newburgh, N. Y., on Sunday, called for a consumer boycott of all motion pictures, records and sponsors of radio and TV shows which are designated as unfair to musicians.

Kenin declared that any employer is unfair who chooses cheap music in preference to legitimate union music.

Jersey Station Owners Are Sued on Copyright

DeSylva, Brown & Henderson, Inc., a member of the American Society of Composers, Authors and Publishers, has filed suit for copyright infringement against Leroy and Dorothy Bremmer, the owners of Radio Station WLDB, Atlantic City, New Jersey. The plaintiff alleges that copyrighted songs were performed by the radio station without authorization.

Six CNP Series Sold In Canada by Fremantle

Sales of six California National Productions series in Canada have been reported by Ralph C. Ellis, general manager of Fremantle of Canada, Ltd. All sales, of single market and CBC network nature, were completed within the past two weeks by Fremantle, Canadian distributor for CNP.

Adding 11 Markets

With an earlier string of stations in Canada to its credit, Fremantle has announced the addition of 11 more markets for 'The Life of Riley," nine for "Medic" and eight for "It's a Great Life."

The CBC Television network has also just purchased the following three CNP properties thru the Fremantle offices: "Gumby," "The Adventures of Hiram Holliday" and "Panic!"

Salt Lake Station Re-Affiliates with ABC

Radio station KLUB, Salt Lake City, has re-affiliated with the ABC Radio Network, it was announced by Frank C. Carman, general manager of KLUB, and Edward J. DeGray, ABC vice-president in charge of the radio network.

KLUB, which has operated as an independent station since Dec. 31, 1956, is owned by KLUB Broadcasting Co. and is on 570 kilocycles with 5,000 watts power.

Plan Survival Series At Ann Arbor for NBC

Man's key to survival in the Nuclear Age will be examined in a 10-week educational television project program to be presented by the National Broadcasting Company in partnership with the Educational Television and Radio Center at Ann Arbor, Mich., this Fall. The program series, "Ten for Survival," will be produced in cooperation with the U. S. Office of Civil and Defense Mobilization. It will be sent out live to the country's interconnected educational TV stations over NBC's regular network facilities on Tuesdays, starting Oct. 28, from 10:30 to 11 P.M., E.S.T. Many NBC affiliated stations will carry the series on a delayed basis.

Award to Murrow

Edward R. Murrow will receive the Human Rights Award of the Joint Defense Appeal of the American Jewish Committee and the Anti-Defamation League of B'nai B'rith on Oct. 22 at the Hotel Waldorf-Astoria. Special guest of honor at the evening affair will be Jack A. Goldfarb. Gifts to the 1958 campaign will be announced at that time.

Fox Staff

(*Continued from page* 1)

stated: "Buddy Adler and I have discussed all phases of studio operation during his absence, which we expect to be a matter of a few weeks. It was decided operations will continue under the executive staff: Lew Schreiber, Sid Rogell and David Brown, who will be in daily consultation with Mr. Adler during his convalescence.

"I shall remain here as much as possible, and in my absence, W. C. Michel, executive vice-president of the corporation will be at the studio."

'U' Exchange Reduced To 12 in New Orleans

Special to THE DAILY

NEW ORLEANS, Sept. 22.—Universal Pictures has reduced its exchange staff here from 23 to 12. Remaining are Charles Ost, sales manager; Bob Boovey and Eddie Stevens, salesmen; Dick May, head of the booking department, and three clerks, Ethel Boehlke, Anna Sinopli and Blanche Gubler, the latter billing clerk. The shipping and inspection department remains intact, two shipping clerks and three inspectors.

The accounting and contract department have been consolidated with the Dallas branch operation. Changes became effective today.

Among those whose employment was terminated on Sept. 19, who have succeeded in being placed with other industry operators are Leona Schmitt, as secretary to Tom Neely, Sr., manager, National Theatre Supply, succeeding Lois Decker, who has moved into a similar position at Hodges Theatre Supply; and Dotty Rybiski, who is now with Warners.

'Gigi' Openings Set On Continuous Run

"Gigi" has been set to open in selected cities on a continuous run basis beginning Oct. 2, it was announced by John P. Byrne, general sales manager for M-G-M. The new engagements are in addition to the ten reserved seat bookings still playing.

First three engagements will be at Loew's State, Memphis; Loew's Evansville; and the Colony in Raleigh, N. C. on October 2. The following day, openings have been set at Loew's, Indianapolis; State, Omaha; Ritz, Birmingham; Des Moines Theatre, Des Moines; Visulite Theatre, Charlotte, N. C.; Grand, Cincinnati; Lincoln Theatre, Lincoln, Nebraska; and the Embassy, Ft. Wayne.

700 'West' Bookings Set New Record for UA

The Walter M. Mirisch Production "Man of the West" has been set for 700 regional openings in the United States and Canada starting next month, it was announced by William J. Heineman, United Artists vice-president in charge of distribution.

The 700-date saturation booking will blanket the 33 domestic exchange areas and is the biggest multiple openings for a single picture in UA.'s history, he said.

Science-Fiction from Japan

(*Continued from page* 1)

dramas. Taste here changed; the industry for a while didn't.

He's president of Towa Film Corporation, distributors, and in essence sales manager for Toho, producers. He's a student of matters western, a facile man in the English language, and a world traveler. Yesterday, when he talked to us at the St. Moritz, he'd just flown in from Rome, today he goes to Hollywood, after that to Tokyo, and then to Paris.

Yesterday afternoon, he signed over Toho's "The H-Man," a story about liquid life from a hydrogen bomb, to Columbia. He retains rights for Asia, Japan, and for nations behind the Iron Curtain.

This is the fourth science-fiction he's handled for Toho, the previous ones being "Godzilla," "Rodan," and, still unreleased here, "The Mysterious Man."

Points to World Interest

"I think science fiction will last quite a while," he said. "All over the world people are talking about outer space and the H-Bomb, and it doesn't look as if those things will stop."

He added he believes his offering will do tremendous business because it appeals to American teen-agers, and because Japanese workers put into it something special. In Japan, it did a roaring business not only to teen-agers, but to elders who like fantasy.

"I find Americans who sell our pictures like our way of making them. Our trick shots are very good. We have a number of people who specialize in this kind of thing, and they work very hard, day and night, and they keep working till they get satisfaction. I think that is very special."

As for the sophisticated, the well made, the ingeniously made, and, he stressed, the contemporary drama, he declared he is offering one. It is "The Ricksha Man." He accompanied it, and its producer, star, and director, to the Venice Film Festival, saw it win the grand prize—the Golden Lion of St. Marco. On Thursday evening in Hollywood he will welcome guests, and bidders, to its showing at the Academy Theatre.

It is, he said, about class differences, unrequited love, ending poignantly, and differently, told with respect for audience intelligence, in unusual Eastman Color, and with a dying man's flashback recollections in color negative—a director's touch attempted, he said, for the first time, and successfully.

Sold in France and Italy

He sold it in Italy to Dino de Laurentiis, and in France to Pathe. There, is opens in Paris Oct. 15, and he will fly there from Tokyo.

He believes that for big city runs it should have titles and then be dubbed for later runs. That is his arrangement in France and Italy.

"I think we will regain the West with such pictures," he said. "Near Venice, in an industrial town, we showed the picture, and all the working men loved it. The hero is a laborer."

Kawakita in Hollywood Thursday in addition to screening "Ricksha Man" will open the 500-seat Toho, a Japanese film showcase. Joining him from Tokyo will be Masashi Shimizu, Toho president.

Haines to Retire

(*Continued from page* 1)

Warner Bros. In addition to his current post, he has been a president of Warner Bros. Pictures Distributing Corp., a general sales manager of the company and has held other posts.

Born in Minerva, Ohio, he is a graduate of Mount Union College. He now resides in California.

Myashrall Named

ALBANY, N.Y., Sept. 22. — Carl Myashrall, for 19 years Columbia Picture salesman in Boston, has been reported here as the replacement for Milton Levins, who has joined United Artists as a salesman for the Albany territory. Levins replaced Buton Topal, recently promoted to manager of UA's Buffalo branch.

'Porgy' on Col. Disks

HOLLYWOOD, Sept. 22.—Samuel Goldwyn has selected Columbia Records to release the sound track album of his "Porgy and Bess," it was announced today by Goddard Lieberson, president of Columbia Records.

S. C. Sunday Law

(*Continued from page* 1)

answer to the action brought in Spartanburg County Civil Court by Talbert.

As previously reported in MOTION PICTURE DAILY, the Spartanburg theatre executive seeks repeal of a 1712 law which considers the "Sabbath as a day of rest" and requires the closing of most commercial places of amusement. The act was amended in 1896 but is virtually the same as that passed in colonial times.

Some Exemptions

There are exemptions under present law, however. As noted, cities having a population of more than 62,000—at present only Columbia and Charleston, are allowed to show movies on Sunday. Additionally, incorporated seashore resorts and towns within 15 miles of military service installations also enjoy this privilege.

In addition, from time to time amendments have been passed permitting towns of certain populations —between 16,000-16,100 and between 6,225-6,250, for example—to open their theatres on Sunday.

Talbert and other Spartanburg area theatre men contend that the 216-year-old law is "too ancient" a "should be repealed."

"In spite of much public agitati for repeal or extension of the lav the attorney-general argues, " legislature has failed and refused modify it."

As noted, Talbert's court action his second in his efforts to sh movies on Sunday. Spartanburg pol arrested him immediately after first ticket had been sold to a p advertised movie on Sunday, June

At that time Talbert had this say: "We will see what happens in courts. We will make a test case of this."

Previously Acquitted

On July 17, Talbert was tried a jury before Civil Court Judge R. Mitchell in Spartanburg and was quitted.

The Spartanburg theatre m brought his action against the torney-general, Ralph Prince, lo police chief, and B. B. Brockm sheriff of Spartanburg county.

British, French Make Settlement on Taxes

From THE DAILY Bureau

LONDON, Sept. 22. — Followin negotiations extending over a num ber of years, British Film Producer Association has reached a settleme with the French Ministry of Financ and Economic Affairs in regard t the taxation of British film earnin in France.

The settlement, it is stated, will e able British producers to recov "many thousands of pounds" from th French market.

Under the settlement, the Frenc authorities are prepared to acce that all contracts, in whatever forr for the period July 1, 1950 to Ja 1, 1957, will be regarded as havir been in accordance with the s called "mandataire" formula. In a dition, all fines and penalties for th period will be cancelled and i terest on payments in arrears will n be claimed.

Has 'Agent' Status

Under the formula the French d tributor is regarded simply as agent and not liable for any loss which may occur on distribution.

The settlement stipulates that fro January 1, 1957, tax will be payab in accordance with the actual ter of the contracts. There will be complete amnesty as regards a taxes not paid or not assessed up July 1, 1950.

Order Delay

(*Continued from page* 1)

unionism" and "defection" to the ri Musician's Guild of America.

Judge Rhone, on a petition MGA's attorney Harold Swerdlo ordered the trial hearing postpon until after Sept. 29 when the Fede tion must show cause why it should r be permanently enjoined from tryi the charged musicians, expelling the or interfering with their local w opportunities.

All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

L. 84, NO. 60 | NEW YORK, U.S.A., WEDNESDAY, SEPTEMBER 24, 1958 | TEN CENTS

)ITORIAL

sing B-B Locally

By Sherwin Kane

HE idea of salvaging the best com-)onents of the industry business-)uilding campaign and presenting n in form for use in local or re- ıal better business endeavors is one has quickly commended itself to ıerous exhibitors.

eported in Motion Picture Daily's s columns only a week ago, many ibitors already are urging that the ı be put into being without delay. he idea, advanced by a Theatre ners of America official, is that if needed money to start the all- ıstry b-b campaign is not in sight the time of TOA's annual conven- in Miami Beach late next month ;, instead of abandoning the plan ıpletely and making no use of the ıy good promotional ideas which a part of it, the national campaign ead be presented to exhibitors in ıs book and other forms readily ptable to local use.

•

he industry b-b campaign is the ılt of months, if not years, of work the best advertising-publicity and notion brains in both the theatre film distribution fields, abetted ıdvertising agency talent thorough- chooled in film and theatre selling. here are many excellent business- ding ideas in the campaign which prepared at exhibitor insistence which now seems doomed to be ved because of insufficient exhibi- financial support. Many of the ıs are too good to be wasted. Some should, and must, be made of n. Even now, if put into operation, could be attracting thousands to ıtre box offices, and starting mil- s thinking about motion pictures.

•

Vhat cannot be done nationally, in fact be done locally.

xhibitors in Detroit, in New Or- ıs, Cleveland, Milwaukee and where are demonstrating that re there is a will to build business, bitors in any locality can get ted on their own and can produce lts.

dapping the all-industry campaign ıuick and easy local use will serve ıalvage and put to work its best ures. And it can be the spur that many a worthwhile campaign ted.

OA has a most constructive idea, one well worth pursuing.

See Bottom Reached Now in British Attendance Decline

From THE DAILY Bureau

LONDON, Sept. 23.—Theatre attendance in Britain for the second quarter of 1958 showed the customary seasonal decline, but was only four per cent below that of the first quarter, according to the latest report of the Board of Trade. Industry observers feel that the admissions decline has thus approached rock bottom.

The figure for the second quarter was 191,000,000, which, on the other hand is 15 per cent below attendance for the same period in 1957. In each of the previous four quarters, however, attendance has showed decreases up to 20 per cent as compared with

(*Continued on page* 4)

Wisconsin Allied Sends Checks for B-B Fund

Support for the all-industry business building campaign was expressed in a letter from Allied Theatre Owners of Wisconsin to the executive committee here. Edward E. Johnson, president of the Wisconsin unit, forwarded checks and pledges from 15 exhibitor contributors and indicated that more funds would be forthcoming

Ben Marcus, chairman of the board

(*Continued on page* 4)

Memphis Theatres Sign Contract with Operators

From THE DAILY Bureau

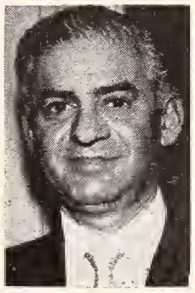
MEMPHIS, Tenn., Sept. 23.—Five downtown first-run theatres signed a contract last night with the motion picture operators union.

Each operator will make $12.50 more each week for working 14 hours

(*Continued on page* 4)

Sol Schwartz Back in N. Y. After Western Trip

Pleased with new product he had seen and with business prospects at RKO Theatres' Western operations, Sol. A. Schwartz, president, has returned to New York from a business trip to Hollywood, San Francisco and Denver.



Sol A. Schwartz

Asked for his opinion of what's wrong with the all-industry business building campaign which, four months after its originally scheduled starting date, shows no signs of getting off the ground, Schwartz said, "Not enough people put their money where their mouth is."

Coast Pay-TV Opposed On State, Local Levels

Special to THE DAILY

SAN FRANCISCO, Sept. 23.—More obstacles arose today, both on local and state government levels to block the pay-TV road which Skiatron Electronics Corp. is traversing at a snail's pace in an effort to get a franchise.

Assemblyman Louis Francis, chairman of the legislative subcommittee

(*Continued on page* 4)

Huston Urges Need To Train New People

The industry ought to be providing a training ground for young writers and directors, "instead of regenerating their own pessimism. I have no young director treading on my heels and keeping me awake nights."

John Huston, director of "The Barbarian and the Geisha," spoke of this and other matters in his suite at the St. Regis yesterday. He is in New York for the benefit premiere of the 20th-

(*Continued on page* 2)

Foreign Publicity Group To Name New Chairman

The annual luncheon meeting of the Motion Picture Export Association international film relations committee, composed of publicity directors of the international companies, will be held at the Harvard Club here on Friday.

Election of a new chairman to replace David Blum of Loew's International Corp., whose one year term is about to expire, is on the agenda.

Modernized

Shepperton Studios Again In Production

Collins Terms Action As Challenge to Defeatists

By PETER BURNUP

LONDON, Sept. 23. — The closed Shepperton Studios were reopened for motion picture production today, it was announced by Douglas Collins, chairman of the newly revised British-Lion. Collins called the move "not just another studio opening but a symbol of our challenge to the defeatists who claim that motion pictures have lost their universal appeal."

The studios recently underwent extensive modernization designed in large part, Collins said, to speed up operations and thereby effect production economies. Although these remodeling plans were authorized some 18 months ago, he added, "we would make precisely the same decision today in spite of the subsequent box office fall-off. The talent, determination, inspiration, and genius of film producers is as lively today as ever."

Lion International, British Lion's

(*Continued on page* 3)

Skouras Will Address TOA Meeting Oct. 22

Spyros P. Skouras, president of Twentieth Century-Fox, will deliver what the terms "an address on a subject of great importance in the interest of the future of our industry," at the 11th annual national convention of the Theatre Owners of America, at Miami, on Wednesday, Oct. 22,

(*Continued on page* 4)

Yom Kippur

With several of the home offices and exchange centers closed or on a limited schedule for personnel observance of Yom Kippur (day of Atonement) industry activities are markedly curtailed today. The Holy Day observance commenced at sundown last evening and concludes at sundown tonight.

PERSONAL MENTION

CLEM PERRY, vice-president and general manager of Rugoff & Becker Theatres, will leave here for Lisbon today on the first leg of a trip that will take him also to Rome, Paris and London.

•

HAL ROACH, Jr., arrived in New York from Hollywood yesterday via TWA.

•

JULIETTE GRECO, French actress-singer, who has the feminine lead in DARRYL F. ZANUCK's "Roots of Heaven," will arrive in New York from Paris on Oct. 13 to attend the world premiere of the picture at the RKO Palace Theatre here on Oct. 15.

•

ARTHUR MARCHAND, of Film Transit Corp., Cleveland, has become a grandfather with the birth of twins—a boy and a girl—to his daughter-in-law, MRS. RONALD MARCHAND.

•

IRWIN SHAW, film writer and author of "The Young Lions," will return to New York from Paris today via TWA.

•

THEODORE BIKEL, featured in Stanley Kramer's "The Defiant Ones," is here from the Coast to attend tonight's premiere of the picture at the Victoria Theatre.

•

FRANK SHAW STEVENS, assistant to NICK JACOBELLIS, general manager of the Art Theatre Guild, Cleveland, has been praised by STAN ANDERSON, newspaper film commentator, for his performance in "Carousel" at the Musicarnival, the city's summer tent theatre in the round.

•

ROBERT STACK, who stars in Warner Brothers' forthcoming "John Paul Jones," and his wife, ROSEMARIE BOWE, will return to New York from Europe today aboard the "Independence."

•

NICK MATSOUKAS, national advertising-publicity director of Magna Theatres Corp., will leave here today for Cincinnati and Indianapolis.

•

LARAINE DAY will arrive in New York from Hollywood today via TWA.

•

BRUCE EELLS, executive vice-president of United Artists Television, Inc., has left New York for two weeks at Lake Champlain.

Mrs. Broccoli Dies; Wife of Producer

Mrs. Nedra Sanders Broccoli, 39, died early yesterday morning at Doctors Hospital here, following a prolonged illness. She was the wife of motion picture producer Albert R. Broccoli, to whom she was married in 1951, and the widow of singer Buddy Clark. She is survived also by her children, Anthony, 4, and Christina, 2, and her brother, William Sanders, and a grandmother, Mrs. Hallie Reeves, both of Los Angeles.

The body will lie in state at the Abbey Funeral Home, 66th St. and Lexington Ave., until religious services are conducted there at 9:30 A.M. tomorrow. Funeral services and interment will take place Saturday in Forest Lawn Cemetery, Hollywood. The family requests that flowers be omitted and that any contribution be made to the American Cancer Society or the Damon Runyon Memorial Cancer Fund.

Gallantz Resigns Post As Paramount Counsel

George G. Gallantz has resigned as Paramount Pictures' executive and attorney, to enter the private practice of theatrical law. Affiliated with the entertainment industry for many years, he will become a partner of Edward E. Colton, noted legitimate theatre attorney and Colton's associate, John R. Fernbach. The firm, to be known as Colton, Gallantz and Fernbach, will maintain offices here, as of October 1.

Gallantz has been resident New York counsel for three Paramount West Coast subsidiaries: Paramount Sunset Studios, TV station KTLA, and International Telemeter Corp., as well as a director and officer of both Paramount Sunset and KTLA.

Schneider Heads JDA Amusement Div. Drive

Samuel Schneider, industry veteran who maintains offices here for motion picture and television enterprises, will serve as chairman of the Joint Defense Appeal Amusement Division. The JDA has a goal of $5,600,000 this year for its program to combat prejudice and promote human rights.

JDA is the fund-raising arm of the American Jewish Committee and the Anti-Defamation League of B'nai B'rith. Honorary division chairmen are Harry Brandt, Barney Balaban and William J. German.

'Defiant' Opens Today

"The Defiant Ones" Stanley Kramer's production for United Artists' release, has its New York premiere today at the Victoria Theatre on Broadway.

Huston Urges

(*Continued from page 1*)

Fox picture at the Paramount Theatre Oct. 2.

Making "The Barbarian" in Japan saved Fox a great deal of money, Huston declared, because the Oriental sets, which would have cost a fortune to build in Hollywood "have been there for 600 years."

The director, who has two pictures for 20th-Fox opening in October—"The Barbarian and the Geisha" and the Darryl Zanuck picture "Roots of Heaven" — agreed with Zanuck, who said two weeks ago that he would never go on a location trip to Africa again. Making "Roots" in the African jungles was the toughest job he had ever encountered, Huston said.

Enlarging on the theme that ways must be found to train new talent in every sector of production, the Academy Award-winning director decried the lack of youth "coming up to take over for the oldsters."

Huston's next picture will be "The Unforgiven," starring Burt Lancaster for Hecht-Hill-Lancaster, and after that he will direct a biography of the life of Freud in association with Eliot Hyman.

Baruch, Asakai, Others To Attend 'Geisha' Bow

Bernard Baruch, Koichiro Asakai, the Japanese Ambassador to the United States, and Dr. Buell Gallagher, president of City College, will head the array of guests at the October 2 world premiere of "The Barbarian and the Geisha," at the Paramount Theatre here. Proceeds from the debut of the 20th Century-Fox production will go to the City College Fund.

John Huston, director of the picture, and Eiko Ando, who stars in it, with John Wayne, will host the affair.

Kodak Awards Grants

ROCHESTER, Sept. 23.—Eastman Kodak Company has announced the awarding of 61 direct grants and 39 fellowships as part of its continuing aid-to-education program, which this year amounts to more than $600,000. The direct grants, valued at about $295,000, will go to privately supported colleges and universities. The fellowships, which are for the 1959-60 academic year, are valued at more than $125,000.

Coast V.C. Meets Oct. 20

LOS ANGELES, Sept. 23. — The annual meeting and election of the 1959 crew of Variety Club, Tent No. 25, has been scheduled for Oct. 20, it was announced here today by O. N. "Bill" Srere, retiring chief barker.

NSS Consolidates in Two Exchange Areas

In a move to streamline its oper tions National Screen Service h closed its offices in two exchange Oklahoma City and Milwaukee, and now servicing those areas from Dall and Chicago, respectively. In each i stance the company is absorbing tl entire transportation cost of traile and accessories between the areas.

The changes are designed to enab NSS to render more efficient service exhibitors, it is explained by Burt E. Robbins, vice-president in char of sales. "The needs of some of o smaller offices have become so mi mal," he points out, "that it has b come increasingly difficult to mainta a sufficient supply of materials at tho points. Instead of spreading our su plies too thinly, we are, by the moves, stocking a far more substanti supply of material at district offic and will be in a position to rend better service."

Additional streamlining is al planned by NSS in other areas, it understood.

Pope's Encyclical Haile On First Anniversary

Special to THE DAILY

VATICAN CITY, Sept. 20 (By Mail).—His Holiness Pope Pius XI encyclical "Miranda Prorsus" has one year become the source of a ne spirit of the apostolate and of ma activities by Catholics in the field movies, radio and television, Bish Martin J. O'Connor, rector of t North American College in Rome a president of the Pontifical Comm sion for motion pictures, radio, a TV, said.

Issued in 20 Tongues

Writing in L'Osservatore Roma Vatican City daily, Bishop O'Conn recalled the wide distribution of t encyclical on the first anniversary its publication. "We wish to remi you here," he said, "of the millio of copies of the timely docume which have been circulated in m than 20 languages, of the care w which in almost all episcopal conf ences the topics of the technique circulation has been handled." added that "the organizations formation and study which have aris since the publication of the encycli deserve particular mention."

SDG Sets Dinner-Dan

HOLLYWOOD, Sept. 23. — T Screen Directors' Guild of Amer will hold its annual awards dinn dance at the new International Ba room of the Beverly Hilton Hotel Saturday, Feb. 7, 1959, it was nounced by George Sidney, preside At that time awards will be present honoring the best directed pictu of 1958.

MOTION PICTURE DAILY. Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Floyd E. Sto Photo Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager, TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Vinc Canby, Eastern Editors. Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; Telephone HOllywood 7-2145; Washington, J. A. Otten, National Press Club, Wa ington, D. C.; London Bureau, 4, Bear St. Leicester Square, W. 2. Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in t principal capitals of tbe world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefell Center. New York 20, Telephone CIrcle 7-3100. Cable address: "Quigpubco. New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-Pre dent and Treasury; Leo J. Brady, Secretary. Otber Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 times a ye as a section of Motion Picture Herald; Television Today, published daily as a part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fame. Entered as seco class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign. Single copies, 1

epperton

(*Continued from page* 1)

eas off-shoot, also has "aggres- intentions," the chairman de- l. Michael Bromhead, a nephew Bromhead brothers, who found- e original Gaumont Company 60 ago, has been appointed Lion In- ional's permanent representative w York. He is due there next along with Victor Hoare, Lion ational's managing director.

A Fund Cuts Mean ansion Prohibited

From THE DAILY Bureau

SHINGTON, Sept. 23. – Con- nal cuts in the appropriations sted for the U. S. Information y's informational media guar- program mean that film guaran- annot be made for any country lready covered by a guaranty ct, Robert Beers, chief of the m, said.

wever, he added, no present m will have to be cut out. ally, it was feared that not only expansion be prohibited but here would have to be cutbacks esent programs.

$13,000,000 Guaranty

rs said the film program would ue at about its present rate, U. S. companies being guaran- onvertibility of about $2,000,000 r of earnings in Poland, Yugo- Turkey and Vietnam. The m guaranties about $13,000,000 of earnings of all information

Congressional appropriations eeded to restore borrowing au- from the Treasury and for purposes. The agency sought ,000 this year, but got only ,000. Film companies have guaranty contracts in only the untries, preferring to use their devices to get earnings out of areas covered by the guaranty m.

Films Started on t; 34 Shooting

From THE DAILY Bureau

LLYWOOD, Sept. 23. – There slight increase in production eek with the start of five pic- nd no pictures completed, mak- total of 34 pictures in work. ted were: "Al Capone" (Al- rtists); "Porgy and Bess" (Sam- oldwyn, Todd-AO, color, Co-); "Paratroop Attack" (Ameri- ternational Pictures); "The nan" (Paramount); "The Last (Vanguard Production, U.A.).

ASSISTANT FOR
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ent opportunity. Phone or write Radio Music Hall Corporation, attention F. Gould, 1260 Avenue of the Amer- New York 20, N. Y. Circle 6-4600.

REVIEW:

Onionhead

Warner Bros.

In this mirthful portrayal of World War II life of the Coast Guardsmen Andy Griffith does for that branch of the service what he did for the army in "No Time for Sergents." He has the role of an inexperienced chef and plays it straight while the gag writers furnish enough material for a field day ashore and afloat with a bit of romance tossed in for good measure.

Griffith's record showed that he had waited on table for a time in college, so he was assigned as assistant to the chef, Walter Matthau, and the fun began. Cinnamon buns blow the oven doors open and other odd culinary happenings keep life from getting monotonous in the galley.

Ashore Griffith starts a romance with Felicia Farr in the Oval Bar, with music and dancing, but Matthau takes over and marries the girl. At the wedding supper two army men appear. Wedding cake flies in all directions.

Every time Tige Andrews dances with a girl he gets his face slapped.

The title is due to the fact that one of Griffith's pals is a former barber and worries Griffith into having his head shaved so he can use his newly invented onion lotion on his scalp. There is enough dramatic glue to hold the story together when Griffith discovers that the procurement officer is cheating in the purchasing of food. He writes to headquarers.

In the meantime the ship meets with a German submarine and rams it. That's hair-raising, but the tension is relieved when Griffith tries to get an anti-aircraft gun low enough to shoot at the submarine.

Some of the situations and gags have been done many times, but they are made effective anew through the directorial talent of Norman Taurog, who made all the men play their roles straight with no obvious straining for comic effects. The situations are built up so that they furnish a liberal quota of laughs and make the story seem real. Taurog has had plenty of experience in achieving this kind of effect.

Jules Schermer was the producer. The screenplay was done by Nelson Gidding from the novel by Weldon Hill. There is some snappy music by David Buttolph. It's gay girl and boy entertainment that will also be enjoyed by pop and mom.

Running time, 110 minutes. General classification. Release, in October.

James M. Jerauld

List Details of CEA Work Offer to NATKE

From THE DAILY Bureau

LONDON, Sept. 20 (By Air Mail). –Details of the offers of improved working conditions made by CEA to NATKE members have been made available. Proposed reductions in hours are: projectionists from 46 to 44 hours a week; other male staff from 48 to 46 hours. The working week for female staff would be unchanged at 44 hours. The proposed wage rises ranged from 5s. to 12s. a week for male whole-time staff; and from 2s.6d. to 3s.6d. a week for female part-time staff.

Three-Week Vacation Rejected

CEA rejected a union demand for three weeks' holiday for all theatre employees in lieu of the two weeks now in operation. This question will go to national arbitration.

The pay increases, says CEA, should cover both NATKE's call for a pay rise based on the rise in the cost of living and the union's demand for a share of the Budget tax concession last April. The offers have been under consideration in NATKE's branches and are expected to be ratified by the union's executives.

Restaurant Curfew Is Denied in Cleveland

Special to THE DAILY

CLEVELAND, Sept. 23.–Cleveland City Council has voted down, 18 to 11, a controversial ordinance seeking to shut off drive-in restaurant curb service from 1 A.M. to 6 A.M. Proponents urged passage of the curfew ordinance to eliminate noise and what they termed "a very serious nuisance." This was described as screeching tires and boisterous talk.

Food-Buying Not Forbidden

Opposers of the curfew ordinance pointed out that it would not prevent customers from buying food inside the drive-in restaurants and taking it to their cars for consumption. Drive-in theatre owners were vitally interested in the outcome of this ordinance as its passage might have been an opening wedge to curb late movies.

Janus Acquires 'Seal'

Janus Films has acquired two films produced by Svensk Filmindustri: "The Seventh Seal," directed by Ingmar Bergman, and "The Wind and the River," a short subject, directed by Arne Sucksdorff. They will be released together this fall.

PEOPLE

Robert Aldrich, who has just finished directing "The Angry Hills" at the British studios of M-G-M, has been invited to represent the United States on the jury of the "Presentation of the Best Films of All Time" at the International Exhibition of Brussels 1958.

□

Michael J. Daly has resumed operation of the 1,800-seat Star Theatre, Hartford, and the 500-seat Plainfield Theatre, Plainfield, Conn., with the expiration of a 10-year lease by Community Amusement Corp.

□

L. C. "Bud" Woods, formerly owner of Bud Woods Productions, Tulsa, has joined Alexander Film Co., Colorado Springs, Colo., as resident sales vice-president for the Oklahoma-Texas area. He will maintain headquarters in Tulsa.

□

Bob Lancaster, shipper for M-G-M in Atlanta, has resigned that post. He will announce his future plans shortly.

□

Louis Weitz, executive secretary of the Cleveland Motion Picture Exhibitors Association and president of the Jewish Children's Bureau there, has been elected president of the board of Bellefaire, local home for orphans.

□

Joshua Logan, who directed the original stage play of "South Pacific" and also the film version in Todd-AO, has penned a special article for newspaper distribution on the subject "South Pacific from Stage to Screen."

□

Leo Pillot, formerly exploitation director for Rank Film Distributors of America, has joined the ABC-TV Network to handle the field exploitation on "Operation Daybreak," a feature of the web's new season of daytime programs.

The Monarch

The only flight with all de Luxe seats Every night, overnight New York to London

Reservations through your Travel Agent or
BRITISH OVERSEAS AIRWAYS CORPORATION
Boston, Chicago, Dallas, Detroit, Los Angeles, Miami, New York, Philadelphia, Pittsburgh, San Francisco, Washington.

Television Today

Coast Pay-TV

(*Continued from page* 1)

which has been delving into pay-as-you-view TV proposals for almost a year throughout the state, made a formal demand on the Public Utilities Commission to hold up sanction on any agreements that may have been made between pay-TV promotors and the Pacific Telephone and Telegraph Co.

'Undecided,' Says PT&T

Ten days ago Skiatron formerly announced it had reached an agreement with the phone company for the use of the latter's wire facilities. However, George Gitchell, assistant vice-president of PT&T today informed MOTION PICTURE DAILY that the phone company was undecided about the deal, adding "the status has remained quo ever since Skiatron asked us some time ago to survey our facilities with a view to providing the means for piping their programs into San Francisco homes. The actual status of the situation is that nothing has been done by us because Skiatron still has not advanced money for us to conduct survey of our facilities."

Assemblyman Francis told the PUC in a letter to chairman C. Lynn Fox that the commission should deny approval of any pay-TV contract until the California legislature has a chance to meet and act. Francis added that state legislation is "both urgent and imperative" to protect the public against possible deprival of the current free TV programs.

'Many Complexities' Seen

"There are many complexities, ramifications and dangers that pay-TV presents," Francis told the state commission chief.

Meanwhile, on the local government front, supervisor James Leo Halley came up today with a resolution calling for a license tax if and when the city grants toll-TV franchises. But Halley made it clear that he is not a foe of pay-TV and that his resolution was introduced in the interest of providing another avenue of revenue for San Francisco.

No Deal with AFTRA, SAG Tells Membership

From THE DAILY Bureau

HOLLYWOOD, Sept. 23. – Contending Screen Actors Guild "cannot do business with the American Federation of Television and Radio Artists in the climate created by AFTRA's persistent attacks on SAG," following numerous attempts to settle the dispute over tape recorded programs and to establish a uniform compensation rate, the SAG's board of directors, in a letter mailed today to its members, stated it has no choice but again to present its case to the National Labor Relations Board.

ABC Reorganizes Sales Department, Personnel

Reorganization of the sales department of ABC Television to combine the function of sales, sales development, research and station clearance was announced yesterday by Oliver Treyz, president. Effective immediately, the changes are designed to "allow for greater concentration on all facets of marketing services," he said.

Donald W. Coyle will become vice-president and general sales manager of the television network, reporting directly to William P. Mullen, vice-president in charge of television network sales. The sales development and research departments, which now report to Coyle, will continue under his direction.

Chapin Heads Western Division

Within the sales department, Slocum Chapin will be assigned as the vice-president for the Western division, with Harold Day, manager, Western division, reporting to him. Chicago, Detroit and West Coast Network Sales offices will report to Chapin.

Other managerial personnel in television sales now reporting to Mullen will report to Coyle. Television station clearance will also become part of the sales department, with Donald Shaw, director of TV station clearance, reporting to Coyle.

Michael Minahan, currently budget officer for the television network, will become administrative officer. In addition to his present duties, he will act as assistant to Treyz on general administrative matters.

WPIX-11 Subscribes to NAB Television Code

WPIX, Channel 11, has subscribed to the Television Code of the National Association of Broadcasters, Leavitt J. Pope, vice-president and operations manager, announced here yesterday.

"Although we have always adhered to the principles of the Code since its inception in 1952," Pope said in making the announcement, "we are subscribing to it formally at this time because we believe that only through voluntary membership in the Code can the broadcasting industry police itself and help fend off pressure for governmental regulation."

The Code defines standards of acceptability for program and commercial content in television broadcasting.

Bryna Signs Cahan

George M. Cahan has been signed as producer-director of Bryna Productions' television series about the Vikings, which will be financed and distributed by United Artists Television, Inc. Production on the 39 half-hour filmed programs will begin in Munich, Germany, in January 1959, with Edward Lewis, Bryna vice-president, as executive producer on the series.

REVIEW:

The Fearmakers

United Artists

Fast moving action, a touch of cloak and dagger mystery for spice, a topical subject, and good performances by a competent cast lift this low budget melodrama above the average. For name value it has Dana Andrews, now starring—and well known—in a Broadway show, Dick Foran, and, as an added filip, Mel Torme, darling of the bobby-soxers, in a straight dramatic role, and very good at it too.

The story is from a novel by Darwin L. Teilhet, translated to the screen by Elliot West and Chris Appley. Andrews, a Korean War veteran, comes home to Washington after two years in a Chinese Red prison camp. He finds the modest public relations and market research firm he operated before the war taken over by Foran, with Torme as his tool; his partner dead in a suspicious accident, and the company, under Foran's leadership, engaging in some suspicion election and lobbying activities.

With the help of Marilee Earle, Foran's secretary who doesn't like what's going on either, Andrews discovers that polls have been doctored to further the designs of Red front organizations and the truth about his partner's death. Naturally this leads to violent action, a chase, suspense, and the final capture of the villains.

There are one or two pauses for speechmaking, and the final capture of the villains—at the Lincoln Memorial—strains a bit, but for the most part the picture moves fast, the action is clear, and the direction, by Jacques Tourneur, well-paced.

The picture was produced by Martin H. Lancer.

Running time, 83 minutes. General classification. October release.

J. D. I.

L&G Acquires Art Theatre in Providence

Special to THE DAILY

BOSTON, Sept. 23.—Lockwood & Gordon Enterprises has acquired the Art Cinema, Providence R. I. formerly operated by Melvin Safner of Woonsocket and will reopen it Thursday with "Blue Murder at St. Trinian's." The acquisition of the theatre marks the second "art house" the circuit operates in Providence.

The Avon Theatre near the Brown University campus has been in existence for 19 years. In taking over the lease on the Art Cinema Douglass Amos general manager of L&G said: "We have enough confidence in the continued flow of domestic and foreign language product which require special treatment to tackle a second art theatre within the city of Providence."

Drive-In Discussion

HARTFORD, Sept. 23. – Regional drive-in theatre managers will participate in a panel discussion at the Apr. 17, 1959, meeting of the Springfield (Mass.) Motion Picture Council.

Skouras Slate

(*Continued from page* 1)

TOA's convention committee nounced yesterday.

Skouras, in a letter sent while was recently in Greece, to Ernest Stellings, TOA president, asked the opportunity to speak about half hour, and said that he would then willing to answer questions from floor. The offer was promptly accep by TOA.

Skouras did not disclose in his respondence with Stellings what "subject of great importance" will He was, however, given carte blan by TOA to speak on whatever sub he wished.

Wisconsin Allied

(*Continued from page* 1)

of Wisconsin Allied, is also Alli field chairman for the Wisconsin for the business building campaign.

Johnson said the checks and ple were from the following theatre Wisconsin: Downer in Milwaukee, Bay in Milwaukee, Sherman in waukee, Varsity in Milwaukee, G in Milwaukee, Roosevelt in Milwau from the Unity Theatres Managem Company, from the See-More in mour, the Strand in Mt. Horeb, A in Neillsville, Rosa in Waupaca, 1 Drive-In in Marshfield, New Adle Marshfield, and Falls in River F

See Bottom Reached

(*Continued from page* 1)

previous years, so the latest repo considered encouraging.

Gross takings for the second ter this year were £20,900, which is less than 7 per cent b that for the second quarter last and 4 per cent below that for first quarter of 1958.

Average admission price was pence. Statistics relate to 4,027 tres with a seating capacity of 3, 000. This is 190 less theatres th year earlier.

Memphis Theatres

(*Continued from page* 1)

less. However, one man will b each theatre payroll and the pr tion bill at each theatre will be from $398 to $336 per week. T will be one operator on duty in of two at all times.

Select Short To Show With 'Old Man and S

"Gentleman Burglar," an aw winning short film, will be sh with "The Old Man and the during reserved-seat engagemen the Warner Bros. release, the pany said yesterday.

The short was produced in F in Eastman Color by Celia Films awarded the Special Jury Prize a International Film Festival in Sebastian, Spain. Distribution r have been acquired by W Brothers.

All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

. 84, NO. 61 NEW YORK, U.S.A., THURSDAY, SEPTEMBER 25, 1958 TEN CENTS

t Members, Board

eport Fico o Continue ock Buying

umbia Heads Express fidence in Future

o, the corporation formed some months ago to purchase shares olumbia Pictures, is still buying in the open market and plans to nue to do so from time to time. was reported by the company as of an announcement making pub- complete list of its stockholders board of directors.

the statement the directors said purpose of the purchases "is to nstrate confidence in Columbia

(*Continued on page 2*)

International Sets ee Sales Meetings

arner Bros. International will a series of three sales conven- in England and Continental pe, beginnext week, announced Wolfe n, presit. Cohen leave for and Saturto preside he initial ing, which begin in on next lay.

Wolfe Cohen

vo sessions luled for and Rome will be headed by

(*Continued on page 6*)

TRADEWISE

on page 2

elevision Today

on page 5

Include Pay-TV and Closed Circuits In Channel Probe, Senate Unit Urges

From THE DAILY Bureau

WASHINGTON, Sept. 24.—Full consideration of pay television and closed circuit television as complementary phases of TV broadcasting should be included in any overall study of the complex channel allocation problem, according to a special advisory group set up by the Senate Commerce Committee.

The advisory committee's report, based on a three-year study, was made public today by Senate Commerce Committee Chairman Warren G. Magnuson (D., Wash.).

The study group, headed by Dr. Edward L. Bowles, consulting professor of industrial management, Massachusetts Institute of Technology, made

(*Continued on page 5*)

TOA Will Hear Wald On Promotional Panel

Producer Jerry Wald will participate at a morning panel discussion on Oct. 24 during the 11th annual national convention of the Theatre Owners of America at Miami Beach, the TOA convention committee announced yesterday. Subject of the panel will be "better business through better selling," and Wald will speak on "what's doing in Hollywood" and "development of new screen personalities."

Others who have accepted invita-

(*Continued on page 2*)

Three Albany Theatres To Start 'Senior' Plan

Special to THE DAILY

ALBANY, N. Y., Sept. 24. — Three of Albany's leading theatres, Fabian's Palace and Stanley Warner's Strand and Madison, will admit senior retired citizens to weekday matinees and Monday-Tuesday evening performances at a special rate of 40 cents, with identification cards, starting Oct. 1.

It is the first experiment of the

(*Continued on page 3*)

Coyne Denies Story of Seeking Baseball Fee

Robert W. Coyne, Compo special counsel, yesterday denied a report published in the current issue of "Sports Illustrated" that he had submitted a bill for $150,000 to Ford Frick, baseball commissioner, for work

(*Continued on page 3*)

Kunsman in Cahill Post As RCA Service Co. Head

Appointment of Donald H. Kunsman as president of the RCA Service Company, a division of the Radio Corporation of America, was announced yesterday by Charles M. Odorizzi, execu-

(*Continued on page 5*)

Ask Basic Supreme Court Ruling On Question of Prior Censorship

By J. A. OTTEN

WASHINGTON, Sept. 24.—The Supreme Court today was asked to rule on the basic question of whether prior censorship of motion pictures is unconstitutional. The request was made in a brief which asked the court to review a New York State Court of Appeals decision upholding a state Board of Regents ban against "Lady Chatterley's Lover." The brief referred to the high court decision in "The Miracle" case, "which indicated hostility to censorship in advance of publication."

State and lower Federal courts have interpreted "The Miracle" decision in various ways, the brief said, "to mean that prior censorship of motion pictures is unconstitutional, or that it is generally permissible, or that it is permissable only if such censorship is imposed on the ground of obscenity."

"It is respectfully submitted," the brief said, "that a plenary consideration of the basic question presented on this appeal, and a statement of this court's position after such consideration, will avoid further confu-

(*Continued on page 3*)

Pro and Con

Allied Debate On Amending Decrees Set

Chicago Convention to Be Asked for Policy Advice

Special to THE DAILY

CHICAGO, Sept. 24. — Delegates to Allied States' annual convention at the Morrison Hotel here, Oct. 13-15, will be given an opportunity to express themselves on the question of whether or not the industry consent decrees should be amended to permit production - distribution companies to own theatres and to permit the block-booking of films, Jack Kirsch, convention chairman, announced.

Jack Kirsch

The subject of amending the de-

(*Continued on page 3*)

Color Advertising On Rise in Chicago

Special to THE DAILY

CHICAGO, Sept. 24.—There is increasing use of newspaper R.O.P. color advertising to stimulate theatre attendance here. For the first time in its history, the motion picture directory of the "Chicago Tribune" contained two R.O.P. color advertisements recently. The ads announced the first

(*Continued on page 3*)

WB Re-Equips Offices Reopened in Albany

Special to THE DAILY

ALBANY, N. Y., Sept. 24. — Film Row hailed today the news that Warner Brothers, which closed its Albany exchange on March 2 and reopened it as a stripped operation on June 2, hired three additional employees and

(*Continued on page 6*)

PERSONAL MENTION

BARNEY BALABAN, president of Paramount Pictures, will return to New York from Hollywood via TWA this evening, following two weeks of studio conferences.

◆

IKE KATZ, president of Kay Film Exchange, Atlanta, has returned there from Nashville.

◆

DONALD HENDERSON, 20th Century-Fox treasurer, is vacationing in the Canadian Rockies.

◆

DAN DAVIS, of the Norwood Theatre, Florence, Ala., has left there for a trip to Honolulu.

◆

GREGORY PECK and MRS. PECK will arrive in New York from the Coast on Sunday and will attend the charity premiere of United Artists' "The Big Country" at the Astor Theatre here on Wednesday.

◆

MARTHA CHANDLER, United Artists booker in Atlanta, has returned there following a visit to Nashville.

◆

KENNETH N. HARGREAVES, president of Rank Film Distributors of America, will leave New York for London tomorrow via B.O.A.C.

◆

DAVID O. SELZNICK arrived here from Hollywood yesterday via TWA.

◆

ILKA CHASE returned to New York from London yesterday via B.O.A.C.

◆

THELMA CAZALET-KIER, member of the board of directors of British Broadcasting Corp., returned to New York from London yesterday via B.O.A.C.

◆

JACK ROSE, Paramount producer, returned to Hollywood yesterday from New York.

◆

EIKO ANDO, Japanese actress starred in 20th Century-Fox's "The Barbarian and the Geisha," has arrived in New York from Hollywood to attend the world premiere of the film at the Paramount Theatre here on Oct. 2.

'Yankees' Tomorrow

"Damn Yankees" will have its New York premiere tomorrow at the Roxy Theatre. The Warner Bros. release will be the first presentation at the showplace under the new ownership of Robert Rothafel, nephew of S. L. (Roxy) Rothafel, founder of the theatre that bears his name.

TRADEWISE

By ONLOOKER

AS Soviet tirades against the United States, in Moscow and in the United Nations, increase in bitterness while losing dignity and all semblance of responsibility, sympathy for Eric Johnston's mission increases in the trade. Even in the most favorable negotiating climate, the task of making an acceptable deal with the Kremlin for purchase of American films and the acceptance of Russian films for this market would be most difficult. In the added international tensions of the time, it must be next to impossible. . . . Whether or not it is significant, there has been no word of progress in the Moscow talks received here, although they now are nearing the end of their second week. . . . Speaking of missions in Moscow, John Harris has been invited there along about the end of October to discuss arrangements for transporting his "Ice-Capades of 1959" there for several weeks of performances next spring. He invited his associate, George Eby, to accompany him, assuring him they'd be well cared for because he knows a man with the government. The puzzled Eby wanted to know, "Do you know anyone who's not with the government?"

JACK WARNER HAS shown so much improvement from his serious automobile accident injuries of early August that he is now permitted to walk about the hospital and has penned several personal letters to friends here. There is as yet no date for his leaving the hospital in Cannes. It appears that, instead of convalescing at his Riviera residence, he will return to New York as soon as he is permitted to travel, and may remain here for some time. Though still indefinite, his discharge from the hospital could come soon. . . . Incidentally, some of the Warner home office departments already have moved to their new locations at the Burbank studio and more will be going regularly from now on. The move should be completed in another 30 days, it now appears.

THE NATIONAL COUNCIL of Catholic Women, meeting in St. Louis this week, expressed themselves rather vigorously on the subject of crime and violence as it is emphasized in newspapers, magazines and television, and made available to the young therein. Note well, motion pictures were not mentioned in their resolution of displeasure, which is something of a new experience for motion pictures. Hollywood films have been the scapegoat of the rampant civic groups for so long, when they are not included in criticism of the popular media, you are likely to suspect an incomplete news report rather than an intentional clean bill of health. . . . Mrs. Emerson Hynes of St. Joseph, Minn., described herself as so distressed over crime and sensationalism in news handling out her way that "We take the New York Times because of it."

IN DETROIT LAST week, Allied Theatre Owners of Michigan were winding up an annual convention with a luncheon at which Hizzoner the Mayor and other dignataries were dais guests. Milton London, Michigan Allied president, invited his circuit's theatre managers to attend. At the same hotel, Edward Hyman, AB-PT vice-president, was conducting a luncheon meeting of regional exhibitors on orderly distribution plans. London's managers entered the hotel and inquired for the theatremen's luncheon. They were directed to the AB-PT dining room. They didn't know they'd attended the wrong affair until later that day when London asked them why they had not shown up for the Michigan Allied luncheon . . . Litton Industries has offered to continue all Westrex employes in their jobs and to perpetuate the fringe benefits to which employes of Westrex have been entitled, when it takes over the company in the near future.

Report Fico

(*Continued from page* 1)

management and the confidence o management itself in the future of Co lumbia and the motion picture indus try."

Formation of Fico was reported i MOTION PICTURE DAILY Sept. 4. A that time it was revealed that eigh officers and directors held a total c 30,361 shares at the end of July.

The board of directors of Fico, to b expanded shortly to 11 members, nov consists of L. J. Barbano, Leo M Blancke, Samuel J. Briskin, Ralp M. Cohn, Alfred Hart, A. Montague A. Schneider, Charles Schwartz an Donald S. Stralem.

Various Amounts Held

Not all stockholders in Fico hol shares in equal amounts, the director statement added, although individu holdings were not revealed.

The complete list of stockholde follows: Samuel J. Briskin, Mrs. Harr Cohn, Ralph M. Cohn, Robert I Cohn, Carl Foreman, M. J. Franko vich, William Goetz, Alfred Har Hemphill, Noyes & Co., Jerome Hy ams, Rube Jackter, Leo Jaffe, Lac W. Kastner, Paul N. Lazarus, Jr., Mi chell May, Jr., A. Montague, Janse Noyes, A. Schneider, Schwartz & Frol lich, Sam Spiegel, Mrs. N. B. Spingol Mendel B. Silberberg, Donald S. Str lem and Bernard E. Zeeman.

TOA to Hear Wald

(*Continued from page* 1)

tions to appear on the panel incluc Roger Lewis, national director of a vertising, publicity, and exploitati for United Artists; Mrs. Margar Twyman, community relations dire tor for the Motion Picture Associati of America; and Harry Green, adve tising-publicity director for Welwor Theatres of Minnesota.

Will Discuss Three Subjects

Arrangements for Wald to ta part were made by Henry G. Pl of Paramount Gulf Theatres, a TC vice-president and chairman of t TOA new personality developme committee. Wald is expected to d cuss three subjects of special intere to exhibitors in which he has be active. These include closer Holl wood-exhibitor ties to boost box offi receipts; developing new stars for t screen; and the Academy Award tel casts. He directed the latter la spring and will also perform the sar function next March.

ASSISTANT FOR
THEATRE TREASURER'S OFFICE

Excellent opportunity. Phone or write Radi City Music Hall Corporation, attentio James F. Gould, 1260 Avenue of the Amer icas, New York 20, N. Y. Circle 6-4600

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Photo Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager, TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Vinc
Canby, Eastern Editors. Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; Telephone HOllywood 7-2145; Washington, J. A. Otten, National Press Club, Wa
ington, D. C.; London Bureau, 4, Bear St. Leicester Square, W. 2. Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in t
principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefell
Center. New York 20, Telephone CIrcle 7-3100. Cable address: "Quigpubco. New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-Pre
dent and Treasury; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 times a ye
as a section of Motion Picture Herald; Television Today, published daily as a part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fame. Entered as seco
class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign. Single copies, 1

es Rising Interest German Films Here

here is a rising interest in Ger- -made motion pictures among rican exhibitors and distributors, ne opinion of Munio Podhorzer, representative of the German ort Union. And he believes that nthusiasm will continue to grow, g this on the high quality of 100 pictures he saw during a it visit to Germany.

any of these new pictures "are e international class," Podhorzer nented, "and should find a mar- n many countries." He attributed mprovement to careful selection ory material by the German pro- rs.

ees Interest in U.S. Market

dhorzer, who is also head of ed German Film Enterprises and no Film Exchange, said that his intment as Export-Union repre- tive here has been extended. "In ings of members of the Union erlin and Munich there was evi- e of a much greater interest in American market," he said.

added that money will be made able for the New York office so an function as an information r and public relations will be nded. In addition it is expected many German stars will appear ture U.S. and British films.

ior Censorship'

(Continued from page 1)

and a multiplicity of further ."

e brief was filed for Kingsley national Pictures Corp., distribu- of the film, by Ephraim London. ld the court the New York State nts had ruled that the picture— ithful version of the expurgated on" of the D. H. Lawrence novel immoral because it presented ery "as a desirable, acceptable proper pattern of behavior." The llate division of the New York supreme court held against the nts, but when the Regents ap- d to the New York State court ppeals, the latter court upheld decision.

Calls N.Y. Statute Vague

e Kingsley brief argued that the ons of the New York State law rning motion picture licensing so vague and indefinite that they it arbitrary interference with the of communication." The Su- e Court "has twice passed on the on quoted," the brief went on, each time held certain of its s vague."

the light of prior decisions, the continued, the section is "loosely poorly drawn."

its opinion in "The Miracle" the brief said, the court had ved "that there is a basis for ng" that the New York State "establish a constitutionally ibited system for censorship in nce of publication or distribu- ,

French Industry Discusses Changes To Counteract Attendance Decline

By HENRY KAHN

PARIS, Sept. 21 (By Air Mail)—Some sweeping changes in the distribution and exhibition of motion pictures in France are expected to take place soon as the result of talks now under way between representatives of both sides.

Behind the proposed changes is general industry concern over the continued decline in theatre attendance. Observers are inclined to blame the recent increase in admission prices for the decrease much more than television, which is still not widespread in France. Significantly, the attendance drop has been particularly heavy in provincial towns.

One Feature, Weekly Change

In the current talks between exhibitors and distributors major consideration is being given to seeking a change in the government law controlling the number of pictures that theatres can play. At present in the large cities only one feature can be shown at a time and programs changed only once a week.

Little difficulty is anticipated in getting the government to change this law since it has not fulfilled its original purpose of protecting French producers.

While the producers are worried about the possible return of two-feature programs, exhibitors are generally reported not too keen on showing two long films at a time either. The latter are more interested in making two program changes a week.

Expect Fewer First-Run Houses

Another change anticipated in industry patterns is a decrease in the number of first-run cinemas. At the moment some distributors have agreements with exhibitors to show first-run releases in the French language in a large centrally located theatre while the English version is shown elsewhere. These agreements are now being terminated.

Coyne Denies

(Continued from page 1)

done in connection with the reduction of the Federal admissions tax, from which baseball also benefits.

The magazine's account is attributed to Bill Furlong, a sports writer for the "Chicago Daily News," who reportedly locked himself in a room adjoining the meeting place of the major league team owners at their recent session in Chicago, and eavesdropped on the proceedings.

According to the account, Frick told the owners Coyne had presented him with a bill and commented that "we have neither a legal nor a moral obligation to pay him." He said Coyne had approached him some years ago and offered to lobby for a reduction in admission taxes. He said he told Coyne he wasn't interested and that if "the movies get a tax reduction, we get it."

Lobbying Charged

It was alleged that Coyne had worked for the major league teams, lobbying for immunity from the anti-trust laws for baseball. A bill carrying that provision passed the House but not the Senate.

"There's no question that he did a good job on the tax thing," Frick was quoted as saying. "It means that you're saving $100,000 on each million attendance. However, I don't like him coming and saying he was representing us when he wasn't."

Coyne, apprised of the article yesterday, denied that he had presented a bill and said that he has been prevented from getting to the facts of the story, first, by an illness that confined him to his bed for the past week, and, secondly, by the inaccessibility of Frick, who underwent an operation for appendicitis in Bronxville Hospital this week.

Coyne said he has talked to Frick's lawyer, who told him the Furlong story was a garbled account of what was said at the Chicago meeting and that the quotations of Frick were out of context. He admitted working for organized baseball in a lobbying capacity on a non-admission tax matter but said his arrangement with Compo permits him to have such outside associations.

Three Albany Theatres

(Continued from page 1)

kind in this section. However, a Stanley Warner house in New Britain, Conn. has recently been conducting a similar one, which the managed initiated. Harry Feinstein, SW zone manager, based in New Haven, Conn., approved the plan as "sound community service."

Color Advertising

(Continued from page 1)

Chicago showing of 20th Century-Fox's "From Hell to Texas" and "Naked Earth" at 22 neighborhood theatres; and an exclusive showing of "Nature in the Raw" at Chicago's Starlight Drive-In. So far this year, the "Tribune" has published 17 R.O.P. color motion picture advertisements.

Loew's Books 'Country'

"The Big Country," William Wyler-Gregory Peck Production, has been set for 24 key-city Loew's Theatres dates starting Oct. 1, it was announced by William J. Hieneman, United Artists vice-president in charge of distribution. Key cities figuring in the booking program are Atlanta, Nashville, Buffalo, Niagara Falls, Rochester, Syracuse, Columbus, Dayton, Akron, Canton, Cleveland, Toledo, Houston, Evansville, Indianapolis, Hartford, Waterbury, New Orleans, Harrisburg, Reading, Wilmington, Norfolk, and Richmond.

Allied Debate

(Continued from page 1)

crees is being placed on the convention agenda, Kirsch said, because exhibitors have been confused by the arguments for and against it, and since the subject is of such importance to them, they "should not leave the determination of it to others but should resolve it for themselves."

After "thorough consideration and review" of the decrees, the convention will be asked "to advise Allied whether it should renew its attempt to secure such a modification of the decrees, and if so, what provisions to secure fairness in the distribution of the pictures should be requested."

'What Type of Theatres?'

Among the questions to be considered, he said, is whether under present conditions the production-distribution companies would acquire any considerable number of theatres, and whether they would be conventional theatres or drive-ins. "In other words, what class of exhibitors will bear the brunt of this competition?"

Another question he poses is whether the film companies "as an incidence of their ownership of theatres would be able to revive the favoritism accorded the affiliates and the discriminations practiced against independents before divorcement?"

Consideration of the question should also include what basis there is "for supposing that once they have acquired some theatres the film companies will increase their output of pictures, especially in view of their proclaimed policy of releasing fewer and better pictures," Kirsch says.

Points to 'Standstill' Pact

He also asks: "How many independent exhibitors, especially drive-in operators, would be in business today if it had not been for the so-called 'standstill agreement' and the decrees which prevented the film companies and their affiliated chains from expanding in the exhibition field for so many years?"

The statement says that any discussion of a return to block-booking should keep in mind the distinction between compulsory and voluntary block-booking. It then asks: "To what extent, if at all, do the decrees prevent the voluntary block-booking of pictures?

"To what extent and by what companies are yearly franchises being sold to independent exhibitors on a voluntary basis as expressly permitted by the decrees?

Warns of Block Booking

"Do the exhibitors want to restore compulsory block-booking under which they will be compelled, in order to license the attractions they seek for their theatres, to take whatever other pictures the companies may see fit to release?

"What basis is there for supposing that if compulsory block-booking is restored, the film companies will materially increase their output of high grade pictures?"

MOTION PICTURE DAILY'S BOOKING CHART

	ALLIED ARTISTS	COLUMBIA	M-G-M	PARA.	20TH-FOX	UNITED ARTISTS	UNIV.-INT'L	WARNERS	OTHERS
SEPTEMBER	QUEEN OF OUTER SPACE (CS, color) Zsa Zsa Gabor, Eric Fleming — 80 min. (Rev. 8/13/58) NATCHEZ TRAIL Zachary Scott LEGION OF THE DOOMED Bill Williams	THE WHOLE TRUTH Stewart Granger, Donna Reed —83 min. (Rev. 8/21/58) GHOST OF THE CHINA SEA David Brian—79 min. (Rev. 8/29/58) SHE PLAYED WITH FIRE Jack Hawkins, Arlene Dahl—95 min. (Rev. 6/5/58)	CAT ON A HOT TIN ROOF (color) Elizabeth Taylor, Paul Newman — 108 min. (Rev. 8/13/58) DUNKIRK John Mills, Bernard Lee—113 min. (Rev. 8/21/58)	THE PARTY CRASHERS Connie Stevens, Mark Damon — 78 min. (Rev. 9/16/58) AS YOUNG AS WE ARE Robert Harland, Pippa Scott	THE HUNTERS (CS, color) Robert Wagner, Robert Mitchum — 108 min. (Rev. 8/5/58) HARRY BLACK AND THE TIGER (CS, color) Stewart Granger, Barbara Rush — 107 min. (Rev. 9/12/58) SMILEY GETS A GUN (CS, color) Keith Calvert, Dame Sybil Thorndike	GUN RUNNERS Audie Murphy, Eddie Albert — 83 min. (Rev. 9/15/58) COP HATER Gerald O'Laughlin, Ellen Parker — 75 min. (Rev. 8/12/58) THE BIG COUNTRY (Technirama, color) Gregory Peck, Jean Simmons — 166 min. (Rev. 8/8/58) TERROR IN A TEXAS TOWN Sterling Hayden—80 min. (Rev. 8/21/58)	ONCE UPON A HORSE (CS) Dan Rowan, Dick Martin — 85 min. (Rev. 8/8/58) RIDE A CROOKED TRAIL (CS, color) Audie Murphy, Gia Scala—87 min. (Rev. 7/23/58)	WIND ACROSS THE EVERGLADES (color) Burl Ives, Christopher Plummer — 93 min. (Rev. 8/20/58) DAMN YANKEES (CS, color) Tab Hunter, Gwen Verdon — 110 min. (Rev. 9/11/58)	THE SECRET (DCA) Sam Wanamaker, Mandy TIME LOCK (DCA) Robert Beatty, Lee Patterson DEFEND MY LOVE (DCA) Martine Carol, Vittorie Gassman
OCTOBER	JOY RIDE Regis Toomey, Ann Doran SPEED CRAZY Yvonne Lime, Brett Halsey WOLF LARSEN Barry Sullivan, Peter Graves	ME AND THE COLONEL Danny Kaye, Curt Jurgens—109 min. (Rev. 8/6/58) APACHE TERRITORY (color) Rory Calhoun, Barbara Bates—70 min. (Rev. 9/4/58) KILL HER GENTLY Griffith Jones, Marc Lawrence — 75 min. (Rev. 9/18/58)	THE DECKS RAN RED James Mason, Dorothy Dandridge — 84 min. (Rev. 9/19/58) TORPEDO RUN (CS, color) Glenn Ford, Ernest Borgnine	THE BLOB! (color) Steven McQueen, Aneta Corseaut — 85 min. (Rev. 9/10/58) I MARRIED A MONSTER FROM OUTER SPACE Tom Tryon, Gloria Talbott	THE BARBARIAN AND THE GEISHA (CS, color) John Wayne, Eiko Ando THE LONE TEXAN Willard Parker, Audrey Dalton VILLA (CS, color) Cesar Romero, Brian Keith — 73 min. (Rev. 9/9/58)	MAN OF THE WEST (CS, color) Gary Cooper, Julie London — 100 min. (Rev. 9/17/58) FEAR MAKERS Dana Andrews, Mel Torme—83 min. (Rev. 9/24/58) MENACE IN THE NIGHT HONG KONG CONFIDENTIAL Gene Barry, Beverly Tyler	RAW WIND IN EDEN (CS, color) Esther Williams, Jeff Chandler — 89 min. (Rev. 6/22/58) SAGA OF HEMP BROWN (CS, color) Rory Calhoun, Beverly Garland—80 min. (Rev. 8/14/58)	ONIONHEAD Andy Griffith, Felicia Farr —110 min. (Rev. 9/24/58) THE OLD MAN AND THE SEA (color) Spencer Tracy — 86 min. (Rev. 5/21/58)	SUBMARINE X-2 (AIP) (Superama) PARATROOP BATTALION (AIP) (Superama) WHITE WILDERNESS (BV) (color) True-Life Adventure THE GYPSY AND THE GENTLEMAN (RFDA) (color) Melina Mercouri, Keith Michell DANGEROUS EXILE (RFDA) (VV, color) Louis Jourdan, Belinda Lee — 90 min. Rev. 9/16/58)
NOVEMBER	REVOLT IN THE BIG HOUSE Gene Evans JOHNNY ROCCO Stephen McNally, Colleen Gray CRIME AND PUNISHMENT U.S.A.	THE LAST HURRAH Spencer Tracy, Jeffrey Hunter TARAWA BEACHHEAD Kerwin Mathews, Julie Adams MURDER REPORTED Paul Carpenter, Melissa Stribling	THE WORLD, THE FLESH, AND THE DEVIL Harry Belafonte, Inger Stevens PARTY GIRL (CS, color) Robert Taylor, Cyd Charisse	HOUSEBOAT (VV, color) Cary Grant, Sophia Loren — 110 min. (Rev. 9/5/58) WHEN HELL BROKE LOOSE Charles Bronson, Richard Jaeckel	IN LOVE AND WAR (CS, color) Robert Wagner, Dana Wynter MARDI GRAS (CS, color) Pat Boone, Christine Carere RALLY ROUND THE FLAG, BOYS! (CS, color) Joanne Woodward, Paul Newman	SEPARATE TABLES Rita Hayworth, Burt Lancaster THE MUGGERS Kent Smith TEN DAYS TO TULARA Sterling Hayden, Grace Raynor	APPOINTMENT WITH A SHADOW (CS) George Nader, Joanne Moore — 73 min. (Rev. 9/4/58) STEP DOWN TO TERROR Colleen Miller, Charles Drake — 75 min. (Rev. 9/9/58)	BORN RECKLESS Mamie Van Doren, Jeff Richards ISLAND OF LOST WOMEN Venetia Stevenson, Jeff Richards HOME BEFORE DARK Jean Simmons, Dan O'Herlihy	A TALE OF TWO CITIES (R.F.D.A.) Dirk Bogarde, Dorothy Tutin WINDOM'S WAY (R.F.D.A.) (color) Peter Finch, Mary Ure

hannel Probe

(*Continued from page* 1)

ese recommendations, although not ianimously:

“1. An independent audit of the HF-VHF allocations problem.

‘2. An objective review of the (Fedal Communications) Commission’s andate, management, operation, and idget.

“3. The establishment of a comunications office or authority as part the executive structure.

“4. An authoritative classified reew of the radio spectrum requireents of the nation as a whole, concted at executive level.”

Years of work on the allocations oblem, the report stated, have shown at neither the FCC nor Congress capable of developing satisfactory swers to the major questions inlved in the allocation of TV chanls.

Statement by Dr. Bowles

And Dr. Bowles, in personal suppleentary views submitted to Senator agnuson, sharply criticized the move outlaw pay-TV without affording oponents proper testing opportunis. He stated:

“Although the record in the televin inquiry in decisions of the comssion contains much on the subject encouraging competition, it would pear that the subscription television m of competition may be outlawed en before the public, on whose inest its success or failure should dend, is afforded a sufficient opporнity to decide the value of the new edium. Such a denial of opportunity deed gives a new format to the term mpetition and monopoly. One may gue that there is nothing in the mmunications Act literally sanctiong subscription television, but for that tter, the same argument could be plied to television as practiced today. e word television does not appear the act.

“Organized opposition to subscripn television by present broadcasters based more on the desire to avoid w competition than on the merits of bscription television. The incentive each instance is business profit.

Sees ‘Economic Saturation’

It would appear that the time may be far away where economic satuion will be reached in the number paying commercial television stans. Suppose the figure is the order 600 stations. With present policies, se would be mostly VHF stations. all events, this would leave over 00 unused commercial opportunis. Assuming an increase of nonnmercial education stations from today to 50 in the same period, this uld leave around 200 noncommerl educational channels unused.

‘Can it be that there should be a g-in-the-manger attitude when it nes to exploring subscription teleion on a scale large enough to be cisive. This innovation could supply incentive by which to give UHF ull opportunity to prove its worth, er redounding to the advantage of ee’ television.”

Television Today

Carson, Taylor Signed For ‘Playhouse’ Show

Jack Carson and Rod Taylor have been signed for leading roles in the “Playhouse 90” production of William Styron’s “The Long March,” which will be presented Thursday, Oct. 16 on the CBS Television Network (9:30-11:00 P.M., EDT). Academy Award-winner Delbert Mann, director of “The Plot to Kill Stalin,” which opens the “Playhouse 90” season tonight, will direct. “The Long March” was adapted by Roger O. Hirson from Styron’s novel. It will be produced by Fred Coe, producer of “The Plot to Kill Stalin” and the second “Playhouse 90” offering of the fall season, “The Days of Wine and Roses” (Thursday, Oct. 2).

Kunsman Named

(*Continued from page* 1)

tive vice-president in charge of sales and services.

Kunsman, who had served as vice-president and operations manager, succeeds Edward C. Cahill, who has headed RCA Service since its inception in 1943. Cahill is taking a less active role in company affairs on the advice of his physicians, but will continue to offer counsel and assistance on special projects to both the executive vice-president, sales and services, and the president, RCA Service Co.

Under Cahill’s leadership, the service arm of RCA has grown from a handful of service technicians to a world-wide organization of more than 12,000 technicians, engineers and scientists.

One Man’s TViews

By Pinky Herman

WE’LL take time out from a busy sked (preparing for a flight to the coast) to print out LOUD this cheer-up-get-well-quick paragraph to one of the most talented and bravest little troupers we know, Mary Ford. A week ago, during her performance on the “Jimmy Dean CBShow,” Mary was taken suddenly ill, rushed to the Flower Fifth Ave. Hospital where her ailment was diagnosed as hepititis. However, the next day she insisted on making her scheduled appearance on the program, because the script did not allow for a substitution although Dean strongly suggested a complete change. Immediately after the show, Mary was returned to the hospital where she’ll have to stay for six weeks. . . . While driving to the office mornings, we’re wont to tune to WNEW’s zany playboys, Klavin and Finch. Their nonsense, clownings and chatter never fail to hand us a laugh or two which is why we dallied with the Muse and came up with (before we print this gem, we’ll check the date of our Poet’s license just to make certain that it’s still valid and applicable) If what you’re cravin’ is a day that’s a cinch, just listen to Klavin and his associate, Dee Finch, Quote-unquote.

☆ ☆ ☆

When Lawrence Welk, after many years of continuous effort, finally proved TVia his ABChampagne Music that John Q. Public was indeed partial to simple, easy to dance to music (in fact Guy Lombardo always chose Welk’s Ork to summer-replace him at the Roosevelt Hotel in Gotham), there were some who scoffed and predicted an early demise to his career on TV. Now another top-rated Ork Pilot, Sammy Kaye, comes along with a new music program on the ABChannel, Saturdays (10:00-10:30 P.M.) sponsored by Manhattan Shirts and furnishes further evidence (critics acclaimed his initial effort last week) that good music is here to stay. Quod erat demonstrandum. . . . DuPont “Show of the Month” presentation Monday night of Mary Chase’s whimsy, “Harvey” over CBS-TV, was 90 minutes (less several interesting commershills) of pleasant divertissement because in this case the Rabbit pulled out of the hat Art Carney, Marion Lorne and Loring Smith, who performed admirably with skillful support by Charlotte Rae. The droll David Susskind Production was directed by George Schaefer. . . . The Seven-Up Co., and the AC Spark Plug Div. of Gen. Motors, have renewed as co-sponsors of “Zorro,” which stars Guy Williams and which ABCommences its second season Thurs., Oct. 9 (8:00-8:30 P.M., EDT.)

Sammy Kaye

Who’s Where

NBC producer **Herbert Sussan** has been named director of special programs for the NBC Television Network. He will report to **Robert Lewine**, vice-president, television network programs.

□

Henry S. Newman has been named sales representative for Inter World TV Films, Inc., it was announced by **John J. Cole**, president. Newman, who has been associated with the foreign department of United Artists for the past five years, will make his headquarters in New York.

□

David R. Collins, formerly associated with the radio-television department of the Ted Bates advertising agency, has been appointed business manager of the Metropolitan Educational Television Association, **Dr. Alan Willard Brown**, association president, has announced.

□

Joseph P. Dowling, sales promotion manager of DHCT, CBS owned television station in Hartford, has been named assistant promotion director of CBS Television Spot Sales, **Bruce Bryant**, general manager, announced. Dowling, whose appointment is effective immediately, will report to **W. Thomas Dawson**, sales promotion director.

‘Shock’ Signs Two

WABC-TV’s “Shock Theatre” has signed two more major advertisers during the past week, it was announced by Robert L. Stone, vice-president in charge of the flagship station. The new participants in the program are: American Chicle Co., with an Oct. 1 starting date; and Lambert-Hudnut Division, subsidiary of Warner - Lambert Pharmaceutical Company, Inc., beginning Oct. 6.

Kraus to Screen Gems

Robert Kraus has been appointed Chicago sales representative for Screen Gems, the television subsidiary of Columbia Pictures. Kraus, who resigned his position as New York branch manager for Rank Film Distributors of America, Inc., earlier this week, will assume his new post on Sept. 29. He will report to Screen Gems’ sales manager Robert Seidelman here.

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National Pre-Selling

THE French do have their political problems, but there's one thing they don't have to worry about—their young girls are charming. This is the theme of Florence Somers' review of a "A Certain Smile" which appears in the September issue of "Redbook." The high spirit of the young French novelist Francoise Sagan, whose book this 20th-Fox film is based on, makes itself quite evident.

•

Cary Grant who will soon be seen in "Houseboat," is profiled in the September issue of "McCall's" by Eleanor Harris. She did a thorough going job starting with Cary's entrance into the entertainment field and brings his career up to the present time including his starring role in "Houseboat."

The article relates how Betsy Drake, his wife, used hypnosis to rid Cary and herself of the habit of smoking. And how Cary used the same method to heal himself of a saber wound inflicted accidentally during the filming of "Pride and The Passion."

•

Elizabeth Taylor, who plays Maggie Pollitt, the cat, in MGM's "Cat on A Hot Tin Roof," "does it extremely well" according to "Life's" Sept. 15 issue. "She even makes herself believable as the rejected wife determined somehow to win back her cold and hostile husband. As in the play, the ending is warm and, for Maggie the cat, full of hope."

•

Irving Herschbein, in the September issue of "The American Legion Magazine," says, " 'The Old Man and the Sea' was made largely on location in Cuba, and the backgrounds of a small fishing village and the blue Caribbean add to the realism of the movie. Strikingly photographed in Warnercolor, and well directed, this film can well be one answer to complaints that Hollywood can't make a sensitive and realistic film to match the recent European products.

"For deep sea anglers there's an added attraction. The shots of the giant fish are actual scenes of the world's record marlin caught by Alfred C. Glassel, Jr., off the Peruvian coast. Glassel was the special adviser for the fishing sequence in 'The Old Man and the Sea'."

•

"The Inn of the Sixth Happiness" is brought to the attention of the readers of "Look's" Sept. 16 issue by a close-up photo of Ingrid Bergman taken on a production set of this forthcoming film produced in CinemaScope and De Luxe Color. The Bergman photo is on the lead page of an exhaustively researched profile of the star, of which this is the second installment.

WALTER HAAS

FEATURE REVIEWS

Hell Squad

American-International

Hartford, Sept. 24

Working with an admittedly unknown cast of principals under obvious budgetary limitations, triple-threat Burt Topper (producer-director-writer) has turned out an admirable study of American citizens-in-uniform, circa World War II. Judging from overall effect of "Hell Squad," the aforementioned Topper seems to have perceptive knowledge of film-making on a minor scale.

The screenplay casts Wally Campo, Fred Gavlin, Cecil Addis, Greg Stuart and Leon Schrier as members of a U.S. Army patrol caught behind enemy lines during the North African campaign. Not long after starting back, Addis is killed, and the four come upon bodies of five GIs. Later, they are approached by Nazis wearing U. S. uniforms, apparently lifted from this quintet. The enemy group is annihilated.

A British voice is heard, via radio contact, and the four make their way cautiously in still another direction. Gavlin, Stuart and Schrier are killed off via this ruse, and now it's up to Campo to make a one-man expedition return.

The Nazis close in once again, but he beats the attackers at their own game, and an American patrol finally rescues the much-begrimed GI.

This is a James H. Nicholson-Samuel Z. Arkoff production.

Running time, 64 minutes. General classification. Release, current.

A. M. W.

Tank Battalion

American-International

Hartford, Sept. 24

Producer Richard Bernstein serves up a reasonably engrossing melodrama against background of the Korean War in "Tank Battalion." Prominently cast is Edward G. Robinson, Jr., and while his role isn't necessarily the pivotal one, an enterprising showman would be neglecting vital activity in not stressing the Robinson name and participation.

Robinson is part of a four-man tank crew caught in a large-scale offensive. Damaged by enemy fire, the tank retreats to a remote village behind enemy lines, there to temporarily relax and regroup.

Romance enters the plot fleetingly in the persons of Marjorie Hellen and Regina Gleason, nurses, and Barbara Luna, Eurasian.

The tank, ordered back into action, is put out of commission by a damaged gear box, and caught between a sheer cliff on one side and an enemy machine gun nest on the other. Heroics are in order as one of the men is killed while attempting to flee for spare parts. Robinson has a change of heart and finally makes it through enemy fire. He returns with necessary equipment and the tank roars back into exciting action.

Bernstein collaborated with associate producer George W. Waters on the screenplay, based on a Waters original. Richard B. Duckett functioned as executive producer and Gabriel deCaesar as assistant to the producer.

Sherman A. Rose's direction is not particularly significant—attributable to the fact that he was working with a far from mature delegation of thespians.

This is a James H. Nicholson-Samuel Z. Arkoff production.

Running time, 80 minutes. General classification. Release, current.

A. M. W.

As Young As We Are

Paramount

Hollywood, Sept. 24

Highly impressive portrayals by a number of new faces in the lead roles will capture family audience attention in this drama of romantic frustration between a young, attractive high school teacher and a handsome young student who looks considerably older than his years.

Bernard Girard direction makes capital of the intriguing premise found in Meyer Dolinsky's screenplay, adding touches of honesty and sincerity to the love scenes to offset any suggestion of an illieit relationship.

William Alland's production is given impetus with a mood-setting title song, written by Harold Barlow and sung over the main title by Andy Russell.

The interests is centered on Pippa Scott, who, with Majel Barrett, another young school teacher, prevailed upon a member of the State Board of Education to give them an opportunity to teach at a small town high school, despite their youthful appearance. Robert Harland, who comes to Miss Scott's rescue while en route to the town, warding off a couple of molesters, finds himself deeply attracted to her.

Miss Scott responds to his attentions, but is completely fooled by his age, when she discovers him in her class on the first day of school.

She has difficulty in breaking up the romance, having some compassion for him; and finds herself on the verge of losing her job when two of the students reveal to other members of the class that they caught her and Harland kissing. Harland makes one last attempt at securing Miss Scott, threatening to kill them both if she doesn't consent to marry him. This results in a minor auto accident. Realizing the futility of a relationship because of the age difference, Harland renews his romance with Clara Hoffman, and Miss Scott indicates to Ross Elliot, a suitor from back home, she would like him to call on her.

Running time, 75 minutes. General classification. Release, in October.

Samuel D. Berns.

Warners Int

(Continued from page 1)

Joseph Hummel, manager for C tinental Europe, and his assist Joseph Westreich, Carl Holenstein Walter Jacks.

First in Paris, Oct. 6

The first of the Continental m ings will be held in Paris, star Oct. 6. In addition to Bernard Ko acting manager for France, and sales staff, and H. J. Egolf, Superv of Belgium, Germany and Swit land, the following managers will be present: Robert Gonze, Belgi Aage Petersen, Denmark; Berr Weinreich, Israel; Jack Kamras, land; Hans Kubaschewski, Germa Louis Groen, Holland; Mrs. Bjornstad, Norway; Rene Huet, Sp Christian Conradsen, Sweden; Berger, Switzerland; Louis Kantu Austria; and Eduardo Nunes de valho, Portugal.

Rome Confab Slated

Following the Paris meeting, Co will open the session in Rome on 10. Attending will be Umberto landi and his Italian sales staff, well as Jacques Kroub, supervisor Egypt, Lebanon and Syria, and m agers E. Cherabieh of Lebanon Victor Michaelides of Greece.

Topping the agendas at the m ings will be speeial marketing merchandising plans for available portant productions.

WB Re-Equips

(Continued from page 1)

is returning all bookings and bil from New York. The local office, which the lease has several year run, is also being re-equipped.

Industry peole hoped this ac would reverse the recent trend tow the shuttering of branches and cutting back of personnel. S thought it likewise demonstrated drawback to the stripped operat

Already returned to duty is Carrie Rodgers, for many years manager's secretary. Lillian Buckof assistant cashier at M-G-M, is joi WB as cashier. A biller has also b engaged.

The staff recently had consiste sales representative Ed Segal, bo James Evans and Mrs. Nancy di rento, who is now booking clerk.

Warner shipping continues to handled by Clark Service.

Warner to Release T Films Made by Bogea

Warner Brothers announced yes day it will release two pictures m by Benedict Bogeaus, "From Earth to the Moon" and "Enchar Island." Both are in Technicolor based on novels by Jules Verne Herman Melville, respectively.

Joseph Cotten, George Sand Debra Paget and Don Dubbins starred in "From the Earth to Moon," while Dana Andrews, J Powell and Dubbins star in " chanted Island."

-All
he News
That
s News

MOTION PICTURE DAILY

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84, NO. 62 NEW YORK, U.S.A., FRIDAY, SEPTEMBER 26, 1958 TEN CENTS

. 6-8

B Will Hold Day Sales eeting Here

menson Keynoter; sberg to Preside

arner Bros.' sales and promotion tives in the U.S. and Canada hold a three-day convention at the home office here October 6-8. Charles Boasberg, general sales manager, will preside over the convention, aided by Jules Lapidus, assistant general sales manager.

j. Kalmenson

Benj. Kalmenson, executive vice-president, will de- a key address to the meeting, h will be devoted to the de- pment of the distribution and handising program for forthcom- Warner releases. Special sessions deal with "The Old Man and the

(*Continued on page* 2)

yne Formally Denies icago Baseball Story

oncerning the statement supposed- nanating from the Major League ball meeting in Chicago on Sept. lleging that Robert W. Coyne, ial counsel for COMPO, had sub- ed a bill for services to Com- ioner Ford Frick in connection activities in the recent Congress, e issued the following statement erday:

n my personal capacity I repre-

(*Continued on page* 2)

elevision Today

Page 5

Cited By Carolina Theatre Owners

Albert Sottile, Charleston Pioneer, Honored on Golden Anniversary

Special to THE DAILY

CHARLESTON, S. C., Sept. 25.—Albert Sottile, widely known exhibitor pioneer who operates five of this city's downtown theatres, currently is observing his 50th year as an exhibitor. His entire half-century in theatre business has been spent in this city where for years he has been prominent in civic activities and on the boards of local enterprises.

Among the golden anniversary honors being accorded the founder of the Pastime Amusement Co. was a plaque citing his industry service, awarded by the recent annual convention of the Theatre Owners of North and South Carolina. Charleston was selected as the convention city specifically as a tribute to Sottile.

Among the tributes to Sottile was an extensive biographical sketch published this week in the Charleston

(*Continued on page* 5)

Loew Board in Lengthy Debate on Spin-Off

The proposal to spin off the Loew's picture company, M-G-M, instead of the theatre company to satisfy the Federal divestiture decree was presented to the Loew's board of directors formally for the first time at their

(*Continued on page* 3)

S. F. Studies Legality Of Pay-TV Tax Bill

Special to THE DAILY

SAN FRANCISCO, Sept. 25.—The Board of Supervisors today asked City Attorney Dion Holm to look over a piece of proposed legislation designed to prevent any pay television com-

(*Continued on page* 4)

'Defiant' Sets Gross Records at Victoria

"The Defiant Ones," Stanley Kramer's film, set an all time United Artists record for opening day at the Victoria Theatre on Broadway with a "tremen-

(*Continued on page* 4)

M-G-M's 'Cat' Passes $4,000,000 Mark

With entended runs continuing to build huge box-office grosses, "Cat On A Hot Tin Roof" has already passed the $4,000,000 mark, M-G-M said yesterday. First weeks alone, in 176 engagements, have accounted for over $2,000,000. The extended runs, many of which are now into their third, fourth, and fifth weeks, have accounted for an additional $2,000,000, according to the company.

The first week's gross of over $174,000 at Radio City Music Hall set an all-time M-G-M record for a film which did not open at the height of the tourist season, it was reported.

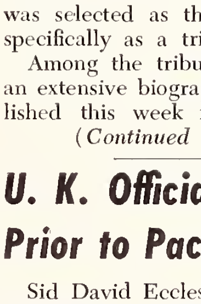
U. K. Officials Arriving Prior to Pact Talks

Sid David Eccles, president of the British Board of Trade, and Sir Frank Lee, BOT permanent secretary, are scheduled to arrive in New York this weekend from Montreal, preparatory to engaging in talks with American industry representatives in Washington

(*Continued on page* 3)

Litton-Westrex Deal Closed; Warn Is G.M.

The deal by which Litton Industries, Inc., acquires Westrex Corp. from its former parent company, Western Electric, has been closed, Litton announced yesterday. The purchase price was not disclosed but trade reports placed the amount in the neighborhood of $15,000,000.


Edward Warn

Glen McDaniel, vice-president of Litton, becomes president of Westrex; R. E. Warn, former vice-president of Westrex under West-

(*Continued on page* 3)

In New Term

Supreme Court To Hear Three Film Cases

Two Others Awaiting Decision for Review

By J. A. OTTEN

WASHINGTON, Sept. 25.—Several cases of industry interest, including one major anti-trust case, await Supreme Court action in the term starting next month.

The High Court opens a new term Monday, October 6, with routine formalities. It will get down to business the following Monday, Oct. 13.

The most important industry case pending before the court is one to determine the extent to which the Paramount case decrees can be used as prima facie evidence against the distributors in private treble damage actions. Eagle-Lion Studios and the Justice Department contend lower courts took too narrow an interpretation of

(*Continued on page* 2)

Theatres to Telecast Mich. Football Game

Special to THE DAILY

DETROIT, Sept. 25.—Three theatres here and others in Flint, Grand Rapids, Lansing, Saginaw, and Toledo will present a closed circuit telecast of the Michigan State—University of Michigan football game on Oct. 4. Local theatres taking part are the Fox, Royal and Wyandotte.

The annual game plays to 73,000 persons in the State Stadium, and theatres on the closed circuit have capacities for 50,000 more.

Announcement of the telecast here

(*Continued on page* 4)

Will Rogers' Junior Committee to Expand

The Junior Committee for the Will Rogers Hospital Fund will expand. It will attempt to become national. It will recruit members and raise money in many cities. It will run not only special theatre performances but devise separate showmanship. And it will change its name. Some of its members ob-

(*Continued on page* 4)

PERSONAL MENTION

GEORGE WELTNER, Paramount vice-president in charge of world sales, and JERRY PICKMAN, vice-president in charge of advertising-publicity, will return to New York today from Toronto.

•

LEOPOLD FRIEDMAN, president of Loew's Theatres, has returned to New York from a business trip to Los Angeles, Kansas City and San Francisco.

•

HAROLD SALEMSON, personal publicity representative for Stanley Kramer's "The Defiant Ones," is in Detroit from New York.

•

CARY GRANT was in Chicago from the Coast this week for the Esquire Theatre screening of "Houseboat."

•

JOHN MURPHY, vice-president of Loew's Theatres, has returned to New York from Miami.

•

FRED WILCOX, former M-G-M director, arrived in New York yesterday from the Coast.

•

FELIPE PAZOS, Cuban youth featured with SPENCER TRACY in Warner Brothers' "The Old Man and the Sea," will come to New York from Havana for the world premiere of the film at the Criterion Theatre here on Oct. 7.

•

EDMUND C. DEBERRY, executive assistant to HUGH OWEN, vice-president of Paramount Film Distributing Corp., will leave New York today for Boston.

•

ANN BONTEMPO, of Loew's Theatres advertising department, has returned to New York from a European vacation.

•

HENRY B. GORDON, Paramount Latin American division manager, will arrive in New York today from Havana.

•

RUSSELL HOLMAN, Paramount's Eastern production manager, has left here for a visit to the Hollywood studios.

•

WALTER WANGER will arrive in New York on Monday from the Coast.

•

JOE POLE, United Artists publicity manager in London, has arrived here with MRS. POLE for a two-week visit in New York and Hollywood.

Film Cases in High Court

(*Continued from page 1*)

the Paramount decree in ruling it out as pertinent to an Eagle-Lion suit against Loew's and RKO Theatres, alleging a conspiracy to bar independent distributors from first neighborhood run theatres in New York City.

The court has already said it would hear argument on this matter, and tentatively scheduled it for the week of Oct. 20.

Anti-Trust Edict Pending

Another case already taken by the Court poses the question of whether a plaintiff in an anti-trust suit is entitled to have its suit tried before a jury before the court tries a distributor countersuit.

Beacon Theatres, operator of a California drive-in, sued Fox West Coast Theatres, and Fox brought a countersuit. The District Court agreed to try the Fox suit first without a jury, and Beacon claimed this would ultimately deprive it of a jury trial on many issues common to both cases.

The justices have also agreed to hear argument on a vital broadcast industry case, posing the question of whether the Justice Department can bring an anti-trust against a television situation already okayed by the Federal Communications Commission. The Philadelphia District Court has ruled that FCC approval of a television station swap between the National Broadcasting Co. and Westinghouse Broadcasting Co. barred the Justice Department from suing NBC for anti-trust violations. Justice appealed to the High Court to reverse this.

AB-PT Seeking Decision

Two other cases are awaiting word as to whether the court will review lower court judgments. In one, a Pennsylvania exhibitor is asking that the state's ban on Sunday film showings be held unconstitutional. In the other, American Broadcasting-Paramount Theatres contends that it and other circuits affected by divestiture decrees do not need court approval to acquire theatres to replace ones lost through accident or commercialization.

Ten Theatres in Missouri Join TOA

Ten theatres in Missouri have joined the Theatre Owners of America, it was announced yesterday by TOA national headquarters here.

The new members, who were enrolled by TOA field representative George Roscoe, are: R. D. Fisher of Willow Springs for his Star Theatre and Willow Drive-In in Willow Springs, and Melba Theatre and Sunset Drive-In in Houston; P. A. Nanos for the La Clede Theatre in St. Louis; A. P. Meier for the Cuba Theatre in Cuba; L. K. Ragan for the Pine Hill Drive-In in Piedmont; Winfred Garner for the Midway Drive-In in Dexter; James M. Gill for the Star Theatre in Shawneetown; and F. L. Plumlee of Edwards and Plumlee Theatres for the Corral Drive-In of Farmington.

Leon Kelmer Dies; Was RKO Theatres' Manager

A requiem mass will be said this morning for Leon Kelmer, manager of the RKO Albee Theatre in Brooklyn until his retirement in January, 1956, at the Church of the Resurrection in Rye, N. Y. Kelmer died Wednesday night at the United Hospital in Portchester, N. Y.

He began his career with RKO Theatres in 1914 with the then B. F. Keith circuit in Boston. Through the years he has managed several important theatres. Kelmer is survived by his wife, Hannah; son, Leon, Jr.; and daughter, Mrs. Robert Stanford. Interment will be in Wakefield, R. I.

Coyne Formally Denies

(*Continued from page 1*)

sented Commissioner Frick in his program with the recent Congress. This association was known to the COMPO Governing Committee and recognized as not inconsistent with my responsibilities to COMPO. I have submitted no bill to Mr. Frick in this connection.

Will Confer with Frick

"Since Mr. Frick has just been operated on for appendicitis, I have been unable to talk to him about the published report. Until I have had an opportunity to confer with him, I think it would be improper to make any further comment."

Two U-I Openings

Two Universal-International productions will have their first New York showings at the RKO Albee Theatre tomorrow, with the opening of "Appointment with a Shadow" and "Slim Carter."

Warner Bros. Dividend

At a special meeting of the board of directors of Warner Bros. yesterday a dividend of 30 cents per share was declared on the common stock, payable Nov. 5 to stockholders of record on Oct. 10.

State Books 'Decks'

M-G-M's "The Decks Ran Red" will be the next attraction at Loew's State Theatre, following the run of "Raw Wind in Eden."

WB's Meetin

(*Continued from page 1*)

Sea," "Auntie Mame," "Home Bef Dark," "The Hanging Tree," " Bravo" and "The Nun's Story."

Bernard Goodman, sales executi will head the New York participa in the convention. Among others t ing part will be: Larry Leshans supervisor of branch operations; Hinchy, playdate department he Sam Keller, assistant supervisor branch operations; R. A. McCu branch auditing head; Ernie Sa New York branch manager; Cha Bailey, short subjects manager, Howard Levinson of the legal dep ment.

Division Heads to Attend

Division sales managers attenc the sessions will be: Ed William of Dallas, midwest; W. O. Willi son of Atlanta, southeast; Gr Livingston of Detroit, central; Ra J. Ianuzzi of New York, eastern, Haskell M. Masters of Toronto, Ca dian. Fred Greenberg, Los Ang branch manager, will represent far west.

Meyer Hutner, national publi manager, will head the promo chiefs at the convention. Bill He ricks, studio publicity manager, come here from Burbank, Calif., take part.

Also participating will be Cha Cohen, eastern advertising mana W. W. Brumberg, field exploita director, and Ernest Grossman, I bert Pickman and Bernard Serlin the home-office exploitation dep ment.

Field Representatives Includec

Field representatives who will tend are: Frank Casey of Chic midwest representative; George F man of Washington, eastern re sentative; Kevin Genther of Da southeast-midwest; Don Walker Kansas City, midwest-southeast; J Woodard of Atlanta, southeast, Al Dubin of Toronto, Canadian resentative.

Max Bercutt, west coast field resentative, also will participate.

All participants in the conver will attend the world premiere "The Old Man and the Sea" at Criterion Theatre on Tuesday ever Oct. 7.

NEW YORK THEATR

RADIO CITY MUSIC HALL
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ELIZABETH TAYLOR • PAUL NEWMAN • BURL IVI
JACK CARSON • JUDITH ANDERSO
FROM M-G-M IN METROCOLOR
and GALA NEW STAGE SPECTACLE

MOTION PICTURE DAILY. Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Floyd E. S Photo Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager, TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Vi Canby, Eastern Editors. Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; Telephone HOllywood 7-2145; Washington, J. A. Otten, National Press Club, W ington, D. C.; London Bureau, 4, Bear St. Leicester Square, W. 2. Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockef Center. New York 20, Telephone CIrcle 7-3100. Cable address: "Quigpubco. New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-P dent and Treasury; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 times a as a section of Motion Picture Herald; Television Today, published daily as a part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fame. Entered as se class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign. Single copies,

P Booking Drive Aims 12,000 Playdates

From THE DAILY Bureau

OLLYWOOD, Sept. 25. — A spe- prize booking drive aimed at 00 playdates nationally Oct. 31 ugh Nov. 6 has been scheduled American International Pictures, announced by general sales ager Leon P. Blender. Halloween is also national release of "The er," which already has been ed for 400 houses. In addition, s of all 56 AIP features com- d to date will be made available the special drive.

rst prize of $1,000 will be ded the exchange with the high- core of possible dates in its ter- y. A second prize of $500 will be wed by third and fourth awards 250 each.

Stress on 22 Films

though any release is eligible in AIP Week drive, booking empha- will be on 22 films "particularly opriate to Halloween showing." include "Beast with a Million ," "Day the World Ended," ntom from 10,000 Leagues," "It quered the World," "She Crea- " "The Undead," "Voodoo an," "I Was a Teenage Were- ," "Invasion of the Saucer Men," ossal Man," "Cat Girl," "Viking an," "Blood of Dracula," "At- of the Puppet People," "I Was a age Frankenstein," "Astounding Monster," "War of the Colossal t," "She Gods of Shark Reef," ht of the Blood Beast," "Scream- Skull," "Terror from the Year " and "The Spider."

strex-Litton

(*Continued from page 1*)

Electric, has been named vice- dent and general manager under n, and Frank A. Ungro, former tive vice-president of Westrex, been named assistant treasurer. Lack, former Westrex president, ins with Western Electric.

w members of the Westrex board Charles B. Thornton, president chairman of Litton; Roy L. Ash. aniel and Fred Sullivan of Litton, Warn, Harry Allinsmith and Ro- Colistra of the Westrex organ- n.

Zigler Secretary

M. Zigler, formerly with the and patent division of Western ric, was elected secretary and sel of Westrex.

Daniel, who is a member of the n board, was formerly a vice- dent of Radio Corp. of America president of the Electronic In- y Assn.

estrex operates 19 foreign sales, e and distributing subsidiaries, employs more than 1,200 persons, of whom are overseas. An as- ly plant is maintained in Eng- Gross income for 1957 was $13,- 00. Acquisition of Westrex gives n a 50-nation distributing net- for its products.

e Westrex foreign offices will commence distributing Litton communication equipment, radio antenna, radar landing systems and medical x-ray units, and will continue distributing abroad the products of approximately 25 other manufacturers now being handled by them. They will continue distribution and servicing of sound recording systems for the motion picture and record industries. A recent Westrex development in the latter area is the stereophonic disc recording and reproducing equipment.

Upon the completion of transfer of ownership Westrex became the outlet for a line of tropospheric and ionospheric scatter relay equipment for over-the-horizon communication and a new line of communication power wire and cable.

Follows Court Order

The sale of Westrex by Western Electric was in compliance with the provisions of the final judgment of the U. S. District Court of New Jersey, entered on Jan. 24, 1956, in U.S. vs American Telephone and Telegraph Co. and Western Electric ordering the divestiture. The sale had to be approved by the court.

Loew's Board

(*Continued from page 1*)

meeting held here yesterday. A company statement, issued following an all-day session, disclosed that while the separation of exhibition from production and distribution was discussed, no definite conclusion was reached.

The company statement further disclosed that "an important point in the board's considerations is the creation of two healthy units, both of which can operate profitably."

Presented by Green and Newman

The proposal was presented to the board by its originators, board members Louis A. Green and Jerome A. Newman, the latter chairman of the Loew's finance committee. The two reportedly control the voting of nearly 2,000,000 shares of Loew's and have stated publicly that they are prepared for a proxy contest should one prove necessary.

The board convened yesterday morning and after an intermission for luncheon in mid-day, reconvened and remained in session until early last evening. Indications are further discussions of the Green-Newman plan will occupy the board at its next meeting, no date for which has yet been set.

Report Management Opposed

Loew's management, headed by Joseph R. Vogel, president, is said to be opposed to the plan to spin off the picture company and retain the theatre, record, broadcasting and music companies. Current improved earnings of Loew's new product and prospects for further improvement with future releases are said to be winning support for management's views on retaining the picture company from a number of previously undecided board members.

Aldrich Festival Week In Paris in October

Special to THE DAILY

PARIS, Sept. 25. — The Cinematheque Francaise, which directs The French Film Museum, will present a Robert Aldrich Festival Week in Paris in late October. This group is comprised of representatives of the French Government and leading personalities of the French film industry.

Film Festivals devoted to one director's work are held on an average of twice a year and it is a precedent for a director as young as Aldrich to be chosen for the honor. He is also the first American to be thus accoladed.

The Aldrich Film Week will be launched with a reception in his honor which will be attended by leading French film producers and directors. Aldrich is currently in Europe and has just completed filming "The Angry Hills" which will be released by M-G-M.

U.K. Officials

(*Continued from page 1*)

on Tuesday on renewal of the monetary agreement governing remittance of American film companies' earnings in Great Britain.

Eccles and Lee have been in Montreal this week attending the British Commonwealth Economics Conference.

Hetzel, Johnson for U.S.

Representatives of the American industry who will meet with the British will include Ralph Hetzel, vice-president of Motion Picture Export Ass'n., and Griffith Johnson, MPEA vice-president in charge of European operations. They will act for Eric Johnston, MPEA president, currently in Moscow as a State Department representative attempting to negotiate a sale of Amercan films and possibly acquisition of Russian films under the Department's cultural exchange agreement.

Ellis Arnall, president of the Society of Independent Motion Picture Producers, has been invited to participate in the talks, as is customary.

Advance expectations are that the existing agreement will be renewed without change for another year. At present, it provides for the conversion and unconditional remittance of $17,000,000 annually in American film earnings in Britain, plus conversion bonuses equal to one-third of U. S. investments in production in Britain. The balance of American earnings is subject to a number of permitted uses, defined in the agreement.

Eccles Outlines British Stand

At the Commonwealth economic talks in Montreal, Eccles said Britain will liberalize its sterling convertibilty restrictions for the dollar areas, but that the process will be progressive and will begin with so-called essential imports payments. Convertibility for luxury items and entertainment including films, is likely to remain unchanged for some time to come, he also indicated.

PEOPLE

Norman J. Ayers, formerly Warner Brothers Eastern sales manager, has been elected to the board of directors of the Century Circuit.

□

Frank Smith has been named manager of the Parsons Theatre, Hartford, a Bercal Theatres house, succeeding **George Tillinghast**, who has been named manager of the Menschell interests' Hot Grinder Heaven drive-in restaurant, Wethersfield, Conn. **William Benton**, a newcomer to the circuit, has been appointed manager of the Manchester Drive-in Theatre, Bolton Notch, Conn.

□

Chester L. "Chet" LeVoir, formerly with Universal-International in Minneapolis, has joined the staff of Theatres Associates there as assistant to **Thomas A. Burke**, general manager.

□

Nat Nathanson, who operates Cine Center, Inc., in Guam, has been signed by Loew's International Corp. to distribute M-G-M 16mm. pictures in Guam and other neighboring Pacific islands.

□

Everett L. Merritt, scientist in the field of photogrammetry, has been named head of the photogrammetric analysis group of Autometric Corp., a subsidiary of Paramount Pictures. He was previously technical dircetor of Photogrammetry, Inc., Silver Springs, Md.

'Oriental Night' Here Will Greet 'Barbarian'

An exotic atmosphere will permeate the Paramount Theatre here next Thursday night when 20th Century-Fox unveils its "The Barbarian and the Geisha" at a world premiere for the benefit of the City College Fund. Filmed entirely on location in Japan, and starring John Wayne and the Japanese actress Eiko Ando, the picture will be greeted on Broadway by a capacity audience that will include many notables of the civic, entertainment and diplomatic worlds. The evening will be termed "Oriental Night."

The Broadway showcase will be turned into a "Japanese Palace" for the event, festooned with oriental lanterns and adorned with Nipponese dancing girls garbed in their native attire. An authentic Sumo wrestler has been included among the entertainers. Miss Ando will arrive at the theatre in a Japanese jinriksha.

DeWaal Leaves RKO

Jack DeWaal, RKO Radio representtative in the U. S. and abroad, will leave his post with the company today. For the past several years he has been in charge of domestic branch operations and assistant to E. L. Walton, vice-president.

Football TV

(*Continued from page* 1)

immediately stirred up a controversy, when "The Detroit Times" criticized the university for making the deal. In rebuttal, Bob Bothwell, managing director of the Fox Theatre, commented, "We have other telecasts lined up, too. If this is what the public wants we'll find out. We are not going to stand in the way of progress."

Some Closed-Circuit Broadcasts

Due to National Collegiate Athletic Association rules only the "game of the week" can be nationally televised. The National Football League also prohibits teleoasting home games. There have been a few examples of closed-circuit college football such as the Yale-Princeton telecast to alumni groups, and some years ago the U of M piped its home schedule from Ann Arbor to one Detroit theatre.

In an effort to diversify its business, the Meilnink Steel Safe Co. of Toledo developed the GiantView movie television screen receivers, which will be used, and now claims to be the leading maker in the field.

N. O. Theatre Firm Set

NEW ORLEANS, Sept. 25.—Lyceum Theatre, Inc., of this city, has been granted a oharter by Secretary of State Wade O. Martin, Jr., to operate motion picture theatres. Authorized capital stock is $2,500.

Rogers Group Will Expand

(*Continued from page* 1)

served yesterday they no longer are so junior.

All these, and other matters, will come up at the next, practical business meeting, Oct. 26. There are to be nine such meetings, over luncheon, probably at the Friar's Club, where they met yesterday, and ending in mid-June. Members will subscribe to the series. At yesterday's "introductory," Tom Rodgers and Bucky Friedman presided, and Harry Brandt and Ned Depinet represented the industry's elder generation. They also managed a surprise ending. They picked up the luncheon check.

Could Use More, Says Brandt

Brandt said the Fund, no matter how much it collects above its $380,000 budget, could use about 40 times more.

He traced the Fund's history, from NVA days; described the Hospital building at Saranac, its work, its cures; and said: "Just to have had something to do with raising the money has been to help humanity. When I see in front of me a future board of directors, I say to you, you have something worthy of carrying on."

Depinet remarked: "The thrill I get from seeing you fellows is tempered only by not having had a son. This hospital is something the industry can be proud of; it is a work of love. In all the years I have spent in the industry, nothing has given me so much satisfaction. I am sure it will give you the same."

Arthur Rosen became secretary and Ed Grainger treasurer, in a "railroad" election. They were pleased to accept. Mike Mayer had been holding both posts.

Three from Albany

Friedman stressed the desire to become national, and pointed out, from Albany, Allan Iselin and Duncan Mounsey.

Rodgers and Dick Brandt invited the juniors to next year's annual inspection of Saranac.

Executive director Ned Shugrue described the hospital's new third floor, open to all chest cases and isolated from the TB section.

He added, Monday and through Oct. 2, industry members here may have their chests X-rayed at the Hotel Astor; or, if in other parts of the city, at city hospitals. They need merely an identity card, being issued now by company personnel executives.

Mike Todd, Jr. Attends

Mike Todd, Jr., said he'd like to help the juniors plan fund-raising; and Rodgers suggested he, Todd, Friedman, Rosen, and Grainger meet before the Oct. 29 luncheon.

Others attending were George Schaefer, Jr., Leon Netter, Jr., Walter Brecher, Bill O'Hare, Bob Ferguson, Alan Robbins, Charles Hacker, Gordon Craddock, Jerry Sager, Dick Roemer, Duncan MacGregor, Conrad Baker, Lou Wolff, Martin Levine, Ed Kingsley, Dick Harper, Bobby Kraus, Curt Kaufman, Felix Belgrey, Jules Bass.

BUSY?

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All the News that Is News . . .

Concise and to the Point

with jealous concern for its reputation of

JOURNALISTIC RESPONSIBILITY.

S. F. Studies Legality

(*Continued from page* 1)

pany from escaping taxes here. The measure, calling for a license tax, was referred to Holm for a check on its legality and to make certain that it would not also snare other kinds of businesses here.

Supervisor James Leo Halley had introduced the measure on the basis of unconfirmed reports that Skiatron, the pay-TV group allied with the San Francisco Giants, had reached an agreement with the Pacific Telephone and Telegraph Co. on establishing service here. The telephone company has denied the report.

Skiatron Applied Last Year

Last year Skiatron applied for a city franchise which would give the city two per cent of its gross revenue, but the application has been inactive since last January after the supervisors voted that no franchise would be granted until Skiatron could show proof the firm was financially stable.

Halley said he was frankly fearful that if Skiatron reached an agreement with the phone company to use its facilities the pay-TV firm might try to side-step the city move to franchise its operations.

FPA Showcase Slated Here October 7-10

Special purpose films, those signed for industry, education, te vision and government, will screened at a week-long showc and conference of the Film Produc Association of New York Oct. 7- FPA announced yesterday. All pictures were either produced in N York or by New York production co panies for industry, government a education agencies.

Feature of Exhibition

The FPA presentation will be of the second annual industrial and audio-visual exhibition at Trade Show Building here. A t of 30 films will be shown and cussed in the course of nine F programs scheduled on a two-a- basis at 1 P.M. and 4 P.M. In ad tion there will be a supplement program of sound slide films on W nesday at 6 P.M.

Each program will run about and one-half hours.

'Defiant' Sets Mark

(*Continued from page* 1)

dous" $7,583 yesterday and also br a five-year record for the Broad showoase, the company announced.

The Victoria opening followed world premiere engagement of the release in Chicago, where it broke all-time, first, second and third w record at the Roosevelt Theatre for 37-year history of the showcase.

600 Book 'Onionhea

"Onionhead" has been set for engagements throughout the so east and midwest in a saturation o ing that will begin Oct. 15, it announced by Charles Boasb Warner Bros. general sales mana Among key cities included in saturation-opening program are lanta, Memphis, New Orleans, Da Oklahoma City, Kansas City, M neapolis and Des Moines.

Mail 'West' Promotio

United Artists will mail out 21 special promotion pieces aimed at hibitors, schools and historical s ties starting next week in connec with the Mirisch Production, " Of The West." The promotion p is a map of the Old West depic the battles, campaigns and point interest made famous by the e settlers.

Extend 'Bargain' Pri

HARTFORD, Sept. 25.—The Theatre, Chicopee, Mass., which cently adopted a policy of Bar Matinee on Sunday, charging onl cents until 3 P.M., has extended plan to include Saturday.

'U' and Benton Sign

ATLANTA, Sept. 25.—Benton Express Co. will take over the s ping and inspection departmen Universal Pictures here on Oct.

onor Sottile

(Continued from page 1)

s & Courier, excerpts from which w.

espite his reticense the story of rt Sottile should be told.

escendant of a family that has identified for centuries with ational and religious endeavors icily, Sottile followed the trail harleston of his two older broth- Giovanni and Nicholas—reaching in October 1891.

e was born in Gangi, Province alermo, Sicily, on May 5, 1878, of Salvatore and Rosina Alger- Sottile. He received his initial ation in the public schools of i and upon reaching Charleston, ttended the Cathedral Parochial ol as a special protege of the p of the Roman Catholic Dio- of Charleston.

Started as Office Boy

he next step in his education a course in stenography and vriting—a prelude to his employ- as office boy in the office of Commandant of the Sixth District e Lighthouse Dept. with head- ers in Charleston.

erbert Ravenel Sass' book, "The of the South Carolina Low- ry," relates that "Albert lost no in searching for and finding a lady willing to share with him uture—so on February 12, 1899, arried Mary Ellen Hartnett of leston, the daughter of John ett and Mary Ann Hartnett, union was blessed with one ter, Alberta, who in good time ed ex-State Sen. John Charles , a prominent local lawyer and ssive business leader."

was his son-in-law who accepted laque last night on behalf of the itor.

Brought Family from Italy

1901, the family group which een augmented by the arrival nto several years before, was d by the arrival of the mother, er, Maria Nunzia, and another r, James.

father had passed away several before, "happy in the knowl- that his boys were carving a sing future for themselves in he Land of Opportunity."

the summer of 1908 Albert ed into the theatre business, ing head of the newly-formed e company, a position he still

ch theatres as were then in ce have now disappeared, but h his industry and foresight, ston now boasts five modern own movie houses erected un- is guidance.

s activities, however, have not restricted to the theatre. For decades he has worked in close ction with other civic leaders moting the growth and progress arleston, recently exemplified by unding of the Charleston Development Board and the Charleston Industrial Assn.

"In the 20s and 30s his civic contributions extended in many directions. He was a member of the initial Port Utility Commission, a director of the Dime Savings Bank, a director of the South Carolina National Bank, a director of the Chamber of Commerce, participated in early Red Cross drives and pioneered in the establishment of a Community Chest.

"In the early 40s, he was called upon to serve as a member of the newly-created Board of County Commissioners, a forerunner of County Council. He holds membership in the Knights of Columbus, the Elks, the Rifle Club and the Hibernian Society.

"And last—but foremost in his devotion—is the church. He is a communicant in St. Mary's Roman Catholic Church.

Established Sottile Foundation

Perhaps it was the teaching of his beloved parents and the church that inspired Sottile to share his good fortune. In addition to his other business, civic and religious affiliations, he also heads the Albert Sottile Foundation which was established in 1950 to help deserving young people receive college educations.

"The foundation annually awards four $500 scholarship to two Charleston boys and two local girls. The male recipients enroll at The Citadel; the female scholars may choose any South Carolina College.

Many other kind deeds of Albert Sottile remain unrecorded in written form. But they are etched indelibly on the hearts of those he has aided and inspired."

Shimizu in U.S.; Seeks Co-Production Deals

From THE DAILY Bureau

HOLLYWOOD, Sept. 25.—Masashi Shimizu, president of Toho Motion Pictures, on arrival today from Japan, joined by Nagamasa Kawakita, his sales manager, told the press at an interview at the Beverly Hilton Hotel that he is anxious to effect co-production arrangements with Hollywood producers.

The Toho president, who also owns 112 theatres in key cities throughout Japan, which play 60 per cent American product, reported the conclusion of negotiations in France for co-production of "The Road of Marco Polo," which will be filmed in France, Germany, Poland and Russia as well as Japan, with no political implications.

Shimizu, who will be the honored guest at a luncheon given him by the Association of Motion Picture Producers at the Paramount studios tomorrow, hosted by Y. Frank Freeman, hopes to attract American producers to use of Toho's "inexpensive" special effects facilities.

N. Y. SMPTE Meet

The New York Section of the Society of Motion Picture and Television Engineers will meet Oct. 1 at the World Affairs Center here.

Television Today

Preview Two 'Flight' Episodes for Air Force

Special to THE DAILY

DALLAS, Sept. 25.—California National Productions will preview two episodes of its new adventure series, "Flight," tonight at the Air Force Association convention here. The convention, an annual affair, begins today.

Frank Cleaver, CNP vice-president in charge of production, flies here this morning with a contingent from Hollywood including Ron Hagerthy, second lead in the "Flight" episode titled "Show of Force," and Mrs. Hagerthy, Lisa Britton, actress, and Jack Behr, West Coast publicity director for the telefilm series being made with the cooperation of the U. S. air force. General George C. Kenney, USAF, ret., host of the series based on authentic exploits of the men of the Air Force, and a past president of the AFA, will fly in from New York.

Screening will take place at the Dallas Memorial Auditorium Theatre before an estimated audience of 3,000. "Typhoon Chaser," starring John Archer, and "Show of Force," starring Douglas Kennedy, will be shown at the special preview. Both films were made on location at Norton Air Base, San Bernardino. "Flight" is produced by Robert Stillman and directed by Jean Yarbrough. Al Simon is executive producer for the series, which will be syndicated by CNP.

Three More Signed For 'Gift of Magi'

Gordon MacRae, Bibi Osterwald and Howard St. John have been signed for starring roles in Richard Adler's musical version of O. Henry's "The Gift of the Magi," Tuesday, Dec. 9 (9:00-10:00 P.M., EST), on the CBS Television Network. They will join Sally Ann Howes, the star of Broadway's "My Fair Lady," who has already been announced for the leading feminine role in this hour-long special.

One Man's TViews

By Pinky Herman

IF their ambitious plans jell and for the programs for the weeks of November 3 and 10 Jack succeeds in enticing as guests Bob Hope, Jerry Lewis, George Burns, Eddie Cantor, Ben Blue, Billy DeWolfe, Gene Sheldon, Barbara Hiller, Oscar Levant, Liberace, Dennis Day, Phil Harris, Carol Channing, Meredith Willson, Hans Conried, Vincent Price and former jockey Billy Pearson, then his program should go well over PAAR. Genevieve, Jose Melis and Cliff Arquette will also make the trek west but Hugh Downs, with his own daytime "NBConcentration" program keeping him in Gotham, will have Hy Averbach pinch-hitting. . . . Len Weiner, prexy of Dee Jay Film Service, now doing a bang-up job of editing motion pictures and telefilms for advertising agencies, sponsors and independent producers, was a former child star in Hollywood. Len was "Freckles," of the "Our Gang" comedy series in the old silents. . . . . Pittsburgh's newest VHF station, WTAR-TV has just paid approximately $1,500,000 for 550 pre-1948 M-G-M movies to be skedded over a 7-year period. . . . Pat Boone's first show of his new ABClassy TVehicle, next Thursday, will feature as guests, The McGuire Sisters, Bert Wheeler and five of the top-rated skin-beaters in the band business. Bill Hobin is the producer-director of the program with Mort Lindsey's Ork providing the rhythms. . . .

☆ ☆ ☆

Eddie Dowling currently preparing a new musical for Broadway should lend an ear and take a gander at one of the brightest young talents in the land. We refer to handsome Bill Tabbert, whose thrilling trilling as "Lieutenant Cable" in the original Broadway company of "South Pacific," is unforgettable. Tabbert has been one busy hombre these past few seasons and has MERELY broken box office records at Cleveland, Buffalo, Cincinnati, Pittsburgh and Denver, while on a nationwide concert tour. . . . Ed Willet of Animation Equipment Co. will present a demonstration of the new "Oxberry Standard Animation Stand," next Tuesday and Wednesday at the Camera Equipment Company headquarters on W. 43rd St. in N.Y. . . . Pert, personable and potentially one of the brightest young ladies to hit the Main Stem in years, Shari Lewis last week stopped the show at the Palladium in London. Last Monday's "Daily Mirror" in its review of the show printed—quote:—"Red-Haired Shari Lewis, quite the most attractive ventriloquist yet to have graced British Vaudeville at ITV's Palladium Vaudeville show yesterday." unquote:— Shari returns next week to resume her daily "Hi Mom" TV WRCApers. . . .

BIGGEST OPENING DAY OF ANY PICTURE EVER TO PLAY THE VICTORIA, N.Y. IN THE PAST 5 YEARS!

AND IN CHICAGO — ROOSEVELT — STILL SMASHING RECORDS IN ITS 6th WEEK!

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"One of the finest dramatic films of our time!" —N.Y. HERALD T

All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

L. 84, NO. 63 | NEW YORK, U.S.A., MONDAY, SEPTEMBER 29, 1958 | TEN CENTS

'so Film Lab

BA Grants 'wo Loans 'o Theatres

perations in Virginia ıd Texas Receive Aid

Special to THE DAILY

VASHINGTON, Sept. 28. – Two atre companies received loans from Small Business Administration ing August, the agency announced.

$60,000 loan went to Lea Thea-, Inc. of Danville, Va. A $24,500 ı was made to the Parker Square eatre Inc. in Wichita Falls, Tex.

$75,000 loan for motion picture k was given to the Southwest n Laboratory, Inc. in Dallas.

'he Small Business Administration

(*Continued on page* 3)

ontague to Speak on . R. Hospital at TOA

'lans and work of the Will Rogers morial Hospital will be outlined by Montague, Columbia Pictures executive and president of the Hospital, to the 11th annual convention of the Theatre Owners of America at the Americana Hotel in Miami Beach, starting Tuesday, Oct. 21, it was announced at the weekend in a statement by TOA convention committee.

A. Montague

Iontague will speak at the luncho on Thursday, Oct. 23. Since many TOA leaders are members of the

(*Continued on page* 3)

Television Today Page 7

Like Old Times at the Roxy Here As Stage Show-Film Policy Revived

By JAMES M. JERAULD

It was like old times at the Roxy Theatre Friday—stage show, orchestra, feature picture, shorts, continuous runs with four shows a day. Saturday there were five to catch the late arrivals.

Showmen watched the experiment with great curiosity, because it seemed like bucking the trend away from stage shows that began when CinemaScope and other big screens came in late in 1953.

Robert Rothafel

The opening followed a four-day closing after the end of the Cinemiracle show, "The Windjammer," which started April 10. During this period the draperies, which had cut the seating capacity down from 5,705 to 2,700, were removed and seats were restored to the mezzanine where

(*Continued on page* 2)

Sochin Resigns As Rank Sales Manager

Irving Sochin has resigned as general sales manager for Rank Film Distributors of America, effective this Friday, it was announced at the weekend by Kenneth N. Hargreaves, president. No successor was announced.

Prior to joining the Rank company,

(*Continued on page* 2)

Ackerman Heads MPEA Film Relations Unit

Paul E. Ackerman, director of advertising and publicity, Paramount International Films, Inc., was unanimously elected chairman of the International Film Relations Committee of the Motion Picture Export Association at the Harvard Club Friday.

Ackerman succeeds David Blum,

(*Continued on page* 3)

Colpix Records Will Make Debut Wednesday

Colpix Records, the new division of Columbia Pictures, announced its general policy and initial releases at the weekend as it prepared to make its debut in the music industry on Wednesday.

In the announcement from general

(*Continued on page* 7)

Expect 100 Officials At Para. Meet Today

Over 100 leading circuit executives, independent exhibitors, and members of the press are expected to attend a luncheon meeting given by Paramount Pictures here today at the East

(*Continued on page* 7)

Fellows Says NAB Opposes Pay-TV As Contrary to Public Interest

Special to THE DAILY

SAN FRANCISCO, Sept. 28.—The National Association of Broadcasters is opposed to pay television in any form as contrary to the public interest, Harold E. Fellows, president of the NAB, will say in a statement here tomorrow at the group's fall conference.

The full statement follows:

"I know that the citizens of this city have heard and read a great deal about pay television—because of the expressed interest of the San Francisco Giants in selling their games to the home audience, and because of the collateral interest of the motion picture industry in Los Angeles.

"The National Association of Broad-

(*Continued on page* 7)

WB Midwest Division Is Moved to Dallas

The heaquarters of Warner Bros.' midwest division have been moved from Chicago to Dallas, it was announced here.

The new division headquarters have been established in the company's Dallas exchange at 508 Park Avenue.

Green Optimistic

Loew's Proxy Contest May Be Avoided

Board May Act Oct. 15 on Production Spin-off Plan

A Loew's proxy contest at the annual meeting next February over the proposal to spin off the picture company instead of the theatre company to comply with the Federal divorcement decree is by no means a certainty, Louis A. Green, a member of the Loew's board and author of the proposal, said on Friday. A possible proxy contest has been the subject of Wall Street reports for weeks.

Green and his associate, Jerome A.

(*Continued on page* 3)

State Dinner for U. K. Visitors Tuesday Night

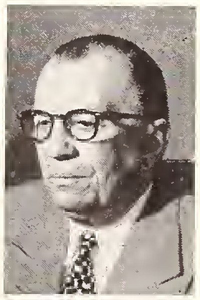
The Motion Picture Association will be hosts at its Washington quarters tomorrow evening to a distinguished list of American and British government officials and diplomatic corps members

(*Continued on page* 3)

Ezell Gets New Drive-Ins; Now Largest in Texas

Special to THE DAILY

DALLAS, Sept. 28. – The drive-in operation by Claude Ezell and Associates has grown to 38 theatres, making the company the largest operator of Drive-ins in Texas and one of the largest in the nation. Al Reynolds, vice-president in charge of theatre operations for the company, said the firm had acquired six of the seven drive-ins operated by the Leon Theatres of Abilene.



Claude Ezell

PERSONAL MENTION

SPYROS P. SKOURAS, president of 20th Century-Fox, returned to New York yesterday from Hollywood via TWA.

•

GLEN McDANIEL, president of Westrex Corp. and vice-president of Litton Industries, has returned to the Coast from New York.

•

KENNETH N. HARGREAVES, president of Rank Film Distributors of America, left here on Friday for London.

•

ROY O. DISNEY, president of Walt Disney Productions, arrived in New York from Hollywood on Friday via TWA.

•

DORE SCHARY is in New York from Hollywood to start a two-month promotion through the East and Midwest for United Artists' "Lonely Hearts."

•

PHILIP GERARD, Universal's Eastern publicity manager, will return to New York today from the Coast.

•

ROSS HUNTER, producer, will leave Hollywood today for New York.

•

JOSEPH B. LEVINE, president of Embassy Pictures, Boston, has left there for Los Angeles.

•

MAYOR ROBERT WAGNER of New York and **MRS. WAGNER** have been invited to attend the world premiere of Warner Brothers "The Old Man and the Sea" at the Criterion Theatre here tomorrow.

•

HYMAN ZAHL, British talent agent, left New York for London on Friday via B.O.A.C.

•

SAM KATZMAN, head of Clover Productions, will arrive in New York today from Hollywood.

•

WILLIAM RICHARDSON, president of Capital Releasing Corp., Atlanta, has left there for a vacation in Florida.

•

EDDIE GABRIEL, head of Capital Films, Philadelphia, has returned there from a business trip to the mid-East.

•

DON WILSON, operator of the Border Drive-in Theatre, Chazy, N. Y., was in Albany from there.

•

PAUL CUNNINGHAM, ASCAP president, will leave here today for the West Coast where the Society will hold its annual membership meeting tomorrow.

Like Old Times at the Roxy

(*Continued from page 1*)

the three-projector Cinemiracle apparatus had been installed. The draperies which redecorated the auditorium (before "Windjammer") over and on both sides of the stage and the walls are in place, giving the theatre a lighter and simpler decorative effect.

Three weeks before the opening Robert Rothafel, who was managing director while the house was under lease to National Theatres, and Leon Roth, then in charge of publicity, began auditions for new talent for a stage show. They now head a new corporation which has taken over the theatre from Rockefeller Center, owner, on lease.

Stage Ensemble of 50

They assembled a stage show, which, with orchestra, uses about 50 persons on the stage. The first program consisted of songs and dance formations with intricate lighting effects and elaborate scenery. It was well received by a morning and afternoon audience that filled about three-quarters of the orchestra section. The main feature was "Damn Yankees."

Rothafel and Roth back up their conviction that the big house will show a profit with stage attractions by quoting figures from the Roxy records. Under the new arrangement, they say, they will be able to pick pictures from all companies instead of being confined to 20th Century-Fox. Without stage shows, they say, they cannot compete with Broadway houses and the neighborhoods.

In recent months, they admit, the Minneapolis Music Hall and Philadelphia Mastbaum have closed. All lacked stage shows, they point out. The scale of the live entertainment is fitted to modern budget possibilities, they say.

Shows Eliminated in 1953

When the late Samuel Rothafel opened the theatre March 11, 1927, it had a 100-piece orchestra and a budget reported at $110,000 a week. Shows were dropped in 1953 when CinemaScope came in and were resumed in 1955. The first fiscal year of stage shows (1955-56) as opposed to a picture policy the gross went up $1,250,000. The second fiscal year following (1956-1957) the gross increased $600,000 over the previous year.

Rothafel, a nephew of the late Samuel Rothafel (Roxy) is an experienced showman familiar with both film and stage show policies on a large scale. He was with Fox West Coast and National Theatres for 25 years and was North California division manager for National Theatres when he was transferred to New York.

Four Shows Daily

Under his present policy four shows daily are planned, with five on Saturdays. Doors will open at 10:30 A.M. From 10:30 A.M. to noon the weekday scale will be 90 cents; from noon to 4 P.M., $1.25; from 4 P.M. to 6 P.M., $1.50; from 6 P.M. to closing, $2.00. Loges are $1.50 to noon; $1.75 to 4 P.M.; 4 P.M. to 6 P.M., $2.00; 6 P.M. to closing, $2.50.

Sochin Resigns

(*Continued from page 1*)

when it was formed here last year, Sochin was with Universal, starting out as branch manager in Cincinnati and later at the home office as sales manager of the special films division and short subjects sales manager.

Before joining Universal in 1950 he held various sales posts in Cincinnati with United Artists and 20th Century-Fox and headed booking and buying operations for Theatre Owners Corp.

'White' in Canada

"White Wilderness," Walt Disney's latest True-Life Adventure feature, will have its Canadian premiere at the Capitol Theatre, Ottawa, Oct. 9, for the benefit of the Community Chest Red Feather campaign in that city. Canada's Governor General, Vincent Massey; Prime Minister John G. Diefenbaker; cabinet members, government officials and prominent citizens from all walks of Canadian life have been invited to the opening.

Canton Heads New York Blowitz-Maskel Office

Arthur Canton has been named to head the New York office of Blowitz-Maskel Co., public relations firm specializing in motion pictures. He has resigned from M-G-M publicity-advertising department effective this Friday.

Canton, who has been publicity liaison for M-G-M's independent productions for the past three years, joined the company eight years ago on a special assignment to handle publicity and promotion for "Quo Vadis." Following this assignment he became Eastern Division publicity manager, which led to his present position with M-G-M.

Canton will assume his new duties with Blowitz-Maskel next Monday.

'Porgy' on Records

Samuel Goldwyn has chosen Columbia Records to release the sound track album of his "Porgy and Bess," it was announced by Goddard Lieberson, president of Columbia Records.

Old-Timers Will Tour For 'Last Hurrah'

Six top members of the cast of Jo Ford's "The Last Hurrah," includi some of the most familiar faces on t screen, will make three distinct tou on behalf of the Columbia releas which stars Spencer Tracy.

The three personal appearan junkets, teaming Jane Darwell a Ricardo Cortez, Donald Crisp a Wallace Ford, Pat O'Brien and Fra McHugh, will make 27 visits to 13 k cities. Four cities—New York, Phi delphia, Boston and Washington will be visited by all three groups.

'Nostalgic' Promotion

While most film personal junk serve to introduce new faces, th for the "Last Hurrah" will bring so of the most beloved character actors film history to the public. A spec promotional plan, designed to "op the flood gates of nostalgia," has be designed for the unusual tours.

Special visits will be made to v eran film editors and other old-ti newsmen and opinion makers and visits in each city will be arranged get the most promotional mileage p sible out of the fact that many p sons can relate some of their m pleasant memories to films in wh the "Last Hurrah" actors played major part. Many television and ra appearances on prime shows have be set in every city.

Rule Drive-In Can Be Built in Detroit Sub.

Special to THE DAILY

DETROIT, Sept. 28. — Nat Schreiber and his son, Raymond, proceed with plans to construct drive-in theatre in the city of Live a Detroit suburb, under a ruling the Supreme Court of Michigan.

Livenia has been blocking all tempts to build drive-ins within limits for eight years. The Schreib own a 30-acre tract there, but t efforts to start construction were p tested by property holders in the a

Accommodates 1,200 Cars

The Schreibers are also operat of the Colonial and Palmer Park Th tres in Detroit. Their new drive-i to have a 1,200-car capacity. Esti ed cost is $500,000.

WB Ups Greenberg

Fred Greenberg, Los Ang branch manager for Warner Bros., been promoted to the post of west division sales manager, effective mediately, it was announced Charles Boasberg, the company's g eral sales manager. Promoted si taneously is Joseph Sarfaty, assist branch manager in Los Angeles, w will succeed Greenberg as bra manager.

MOTION PICTURE DAILY. Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Floyd E. St Photo Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager, TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Vin Canby, Eastern Editors. Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; Telephone HOllywood 7-2145; Washington, J. A. Otten, National Press Club, W ington, D. C.; London Bureau, 4, Bear St. Leicester Square, W. 2. Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefe Center. New York 20, Telephone CIrcle 7-3100. Cable address: "Quigpubco. New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-Pr dent and Treasury; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 times a y as a section of Motion Picture Herald; Television Today, published daily as a part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fame. Entered as sec class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign. Single copies,

Loew Proxies

(*Continued from page* 1)

wman, presented the spin-off pro- sal to the Loew's board at an all- meeting late last week for the t time and the board now has the tter under consideration. It took action on it at last week's meeting t may be called upon to do so at next regularly scheduled session t. 15.

Asked what course he might take the board rejects the plan for the n-off of the picture company, Green d it would be pointless to speculate that at this time. Asked specifically out the prospects of his going to the ckholders for a showdown vote, he d he is not convinced there will any necessity to do so.

'Would Not Run Away'

"Open-minded men can reach an reement on any subject. I believe t's what we are," he said. "I would oid a proxy fight like the plague. wever, if one should be brought I would not run away from it. e never run from a fight yet."

Asked if his views might change the event MGM pictures' earnings ntinued to improve, Green said the mpany has done well in its first arter in the last two years but ded up the complete fiscal year dis- pointingly. The inference appeared be that strong current earnings of e picture company did not impress m because of the possibility of their ing reversed in subsequent periods.

Calls Plan 'Completely Logical'

Green said he believes his plan to right and completely logical. He alled that Joseph R. Vogel, Loew's esident, is a veteran of theatre op- tions. "Under this plan, he would nply continue as president of ew's, doing the job he is com- tely familiar with and one at which has been exceptionally successful."

The Green-Newman plan would re- n Loew's records, music publishing d radio operations along with the atre company. The picture com- ny, the heavy loser in Loew's op- tions over recent years, would be orced. Green's plan does not con- nplate liquidation of MGM. On the trary, he says he wants it to re- in in business and to that end ds that it should be established on olid, profitable basis before being ested.

Hopes for Vogel Support

Although his plan has received despread publicity in recent weeks, both the lay and trade press, Green d it appeared to come as a sur- se to some of the Loew's board mbers at last week's meeting. He d the press he hopes the plan will entually have Vogel's backing. Un- present court orders, Loew's has til next August to complete the estiture of its exhibition opera- ns from production-distribution op- tions.

Green is a partner in the New York estment firm of Stryker & Brown. wman is senior partner in Graham-Newman & Co., also an investment firm. Together and with associates they reportedly control nearly 2,000,000 Loew's voting shares.

Meanwhile, market interest in Loew's continued high, the stock setting a new high for the year at Friday's closing price of 22⅛, up 1⅝ on the day's trading which saw a turnover of 58,300 shares.

Montague to Speak

(*Continued from page* 1)

Hospital board, it is expected he will explain the broadened program of the Hospital, and the progress made in theatre audience collections to support the institution.

Announcement that Montague will speak was made by the convention committee, consisting of Mitchell Wolfson, honorary chairman, and Sam L. Gillette, Sumner M. Redstone and John B. Schuyler, co-chairmen.

Judge Victor R. Hansen, head of the Anti-Trust Division of the Department of Justice, will also speak at the Thursday luncheon. TOA's convention will run for five days, concluding Saturday night, Oct. 25, with the president's banquet.

Ackerman Heads

(*Continued from page* 1)

publicity director of Loew's International Corp., who had served as chairman of the committee for the past three years. The members of the committee are responsible for press and publicity activities in connection with all features produced by the major companies and released outside the United States.

Top Officials to Attend

In addition to Ackerman and Blum, those present at the meeting were: Fortunat Baronat, Universal International; Samuel Cohen, United Artists; Herbert Jaffey, Twentieth Century-Fox International; Lawrence H. Lipskin, Columbia Pictures International; Leonard Palumbo, Warner Bros. International; Edith Talcott, assistant to Paul Ackerman; Walton Thomas, committee secretary, MPEAA, and Taylor Mills.

SBA Grants Two

(*Continued from page* 1)

is currently reviewing its policy to determine whether loans should be made to drive-in theatres and other recreational enterprises. At present indoor theatres are the only type of entertainment business eligible for S.B.A. help.

Wadsworth Heads Coast Health, Welfare Plan

From THE DAILY Bureau

HOLLYWOOD, Sept. 28. – Henry "Hank" Wadsworth has been appointed administrator of the Motion Picture Industry Health and Welfare Plan, it was announced on Friday by William Hopkins, chairman of plan's board of trustees. He replaces Ted Ellsworth, who recently resigned to enter private business.

N. O. Industry Honors Glover on Retirement

Special to THE DAILY

NEW ORLEANS, Sept. 28.–Some 100 members of the various phases of the industry, Variety Club, Ladies Auxiliary, and Women of the Motion Picture Industry, gathered in the Count's Room at Arnaud's Restaurant here to pay tribute to Henry Glover, at a ceremonial testimonial dinner. Glover is retiring after 20 years of service in the distribution field, 15 of them here in New Orleans as manager of Allied Artists and its predecessor Monogram Southern Exchanges.

Greenblatt Toastmaster

Arthur Greenblatt, Allied Artists Eastern division manager, was toastmaster. Other officials participating in the program were Dan M. Brandon, general manager of Transway and chief barker of Variety; Henry G. Plitt, president of Paramount Gulf and a past president of Variety; Page M. Baker, head of Theatres Service Company, and the local chapter of Variety, first chief barker, and Abe Berenson, president of Allied Theatre Owners of Gulf States. C. J. "Jimmy" Briant, manager of the M-G-M exchange and dean of distributor's staffers, offered the invocation.

Greenblatt, in paying tribute to the honoree in behalf of the company, presented to both Mr. and Mrs. Glover handsome matched luggage pieces, in behalf of the local group.

Albany Honors Smith On WB Retirement

Special to THE DAILY

ALBANY, N. Y., Sept. 28.–Eighty industry and other friends gathered at the Sheraton-Ten Eyck Hotel to say "farewell" to Raymond S. Smith, who recently retired as Warner branch manager after 28 years of service.

Ralph Ianuzzi, of New York, WB Eastern division manager, and Ed Segal, new Albany sales representative, were among those praising Smith's loyal and efficient service to the company.

Scroll Presented

Bernard Diamond, executive of Schine Theatres in Gloversville, and Clayton G. Eastman, 20th-Fox branch manager, also spoke. George Thornton, who operates the Orpheum in Saugerties, acted as toastmaster. Edward Susse, Metro resident manager and dinner chairman, presented Smith with a scroll.

'U' Acquires 'Vampire'

Universal Pictures has acquired United States, Canadian and South American distribution rights to "Blood of the Vampire," an Eastman Color film production from Josef Auerbach, it was announced at the weekend by Henry H. Martin, general sales manager of Universal. Plans are to put the picture into distribution in early November following a series of Hallowe'en openings in conjunction with Universal's own "Monster on the Campus."

PEOPLE

Edward C. Finneran, with Pepsi-Cola since 1955, has been named assistant to Norman Wasser, manager of theatre sales department of the company. **Finneran** will attend next month's Allied convention at Chicago and the TOA meeting in Miami.

□

Jimmy Moore, former salesman in the Albany, N. Y., area for RKO Radio, Warner Brothers and Paramount, has returned to the industry there as representative for Columbia Pictures. He succeeds **Carl Myashrall**, who is retiring.

□

W. H. Parrott has sold his interest in the Newport Amusement Co., Newport, Tenn., to a new corporation, New Amusements, headed by **J. M. Baird**, Parrott's former partner, with **Mrs. Juanita Bellville** as vice-president.

□

E. H. Moon, operator of the Grand Theatre, Tallapoosa, Ga., has taken over the Palace Theatre, Bowdon, Ga., and renamed it the Playhouse.

□

Ralph W. Pries, former chief barker of the Philadelphia Variety Club, Tent No. 13, and a vice-president of the Berlo Vending Co. in that city, has been named chairman for the March of Dimes drive for the State of Pennsylvania for the third consecutive year.

□

Barney Cohen, who left the Stanley Warner Theatres after 30 years as a house manager in Philadelphia, has joined the independent Shapiro Theatres circuit in that city as manager of the first-run center-city Arcadia.

State Dinner

(*Continued from page* 1)

in honor of Sir David Eccles, president of the British Board of Trade, and Sir Frank Lee, BOT permanent secretary. The two will meet with industry representatives in Washington tomorrow for talks concerning a one-year renewal of the British remittance agreement with the American film companies.

Secretary of State Dulles has been invited along with other high State Department officials, other government representatives and the British Ambassador and other Embassy officials. The industry will be represented by Barney Balaban, president of Paramount Pictures; Spyros Skouras, 20th Century-Fox president, other company officials and Ralph Hetzel and Griffith Johnson of the MPAA. the MPAA theatre.

Following a formal dinner, the guests will attend a screening of Warners' "The Old Man and the Sea" in the MPAA theatre.

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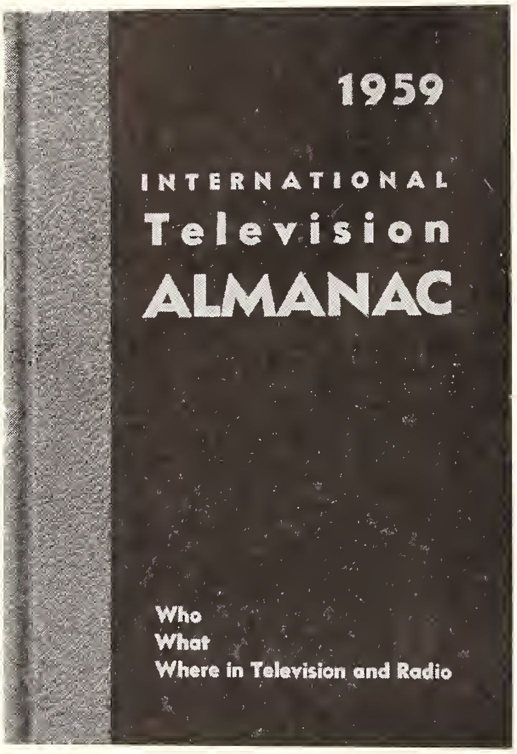
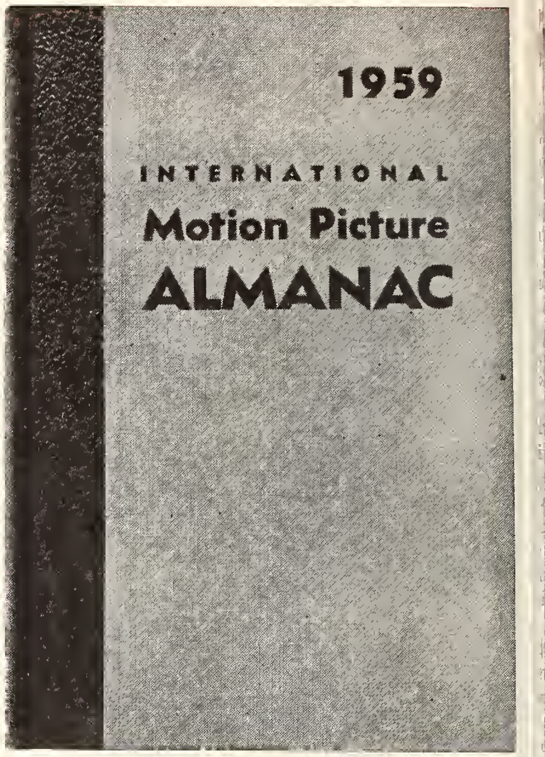


FACTS of the Motion Picture and Television Industries — of their structure and performance, of companies and organizations, of products and services — and of people, for both volumes contain biographical sections for these inter-related industries. To make sure of your copy or set you are advised to send in your order early . . . every edition is sold out soon after publication.



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olpix Debut

(*Continued from page* 1)

ıger Jonie Taps and director of ıtions Paul J. Wexler, Colpix ged a program of controlled re- s, each hand-tailored for specific ımer targets and backed by g pre-planned promotion and handising.

vealing that its initial release lule will contain four long-play- lbums and one single record, Col- aid that it would continue to is- few but highly specialized and etable items. The new label's top ıtives added that 11 albums are ıed for release in the remaining months of the year.

ominent on the initial release list ı album recording made aboard ıtomic submarine Nautilus on its ric cruise under the North Pole. Nautilus" contains the voices sounds of Commander William erson and the officers and crew as performed one of the most her- l feats in modern times. A special ıotion program is being readied he Oct. 15 release.

ading off the releases on Oct. 1 be "Benny Fields and Mis Min- Men," starring Jack Benny, ge Burns, Milton Berle and Phil rs. For the children's market, ix will have "Ruff and Reddy, entures in Space," based upon the en Gems cartoon show. Colpix's l release schedule will also feature my Dorsey in "The Great T.D.," prising 12 selections personally uced by the music master.

meeting of Colpix's Eastern dis- ıtors is being held today at the ımbia Pictures office in New York. Midwestern distributors will meet hicago Wednesday.

pect 100

(*Continued from page* 1)

room of the Hotel Astor in Times are.

eorge Weltner, vice-president in ge of world sales, will describe company's future production and ısing plans. The meeting is the nd in a series of over 100 world- conferences planned by the com- . The first took place in Toronto Thursday for Canadian exhibitors, smen and critics.

n Thursday of this week, Welt- will host more than 100 western ıit executives, independent exhi- rs and the press at a luncheon in Ambassador Hotel, Hollywood. y Pickman, Paramount's adver- g-publicity head, and Sidney eau, Western sales manager, will luct a two-day session, which will attended also by studio officials western distribution executives.

ramount Signs Gable

IOLLYWOOD, Sept. 26. — Clark le has signed a two-picture deal ı Paramount, one to be made year and the other in 1960. se two are in addition to Perlberg- ton's "But Not for Me," which he make later this year at Para- ınt.

Television Today

IN OUR VIEW

THE very able president of the National Association of Broadcasters, Harold E. Fellows, made a point of decided consequence in speaking last week before the NAB Fall Conference at Biloxi, Miss. He told the assembled broadcasters from the south that they must work together to ward off attempts to hamstring the industry. He declared: "We are entering a generation of broadcasting which will require greater competency on the part of broadcasters than ever before—and freedom in which to perform."

•

He warned that tough legislative problems lie ahead, and named such as community antenna systems, pay television, network regulation, advertising controls, music licensing and the like. Most particularly Mr. Fellows cited what he feels to be a tendency toward regulation of programs, perhaps by legislation, and this, indeed, would be most serious, most devastating, and, in effect, bring dread censorship down upon the head of television. We can conceive of nothing which could have a more weakening effect on the whole television industry than that.

In that, and other connections, Mr. Fellows urged in strong terms that responsible leaders of the industry make a serious effort to become acquainted with the legislators who represent them, locally, in the state and nationally, and to arrange to keep these legislators informed of television's problems, the better to be able to counteract any moves which maybe pointed in the direction of television. Again the NAB head stressed the value of concerted action, the presentation of a united front in any effort to combat a situation where the industry might be "fettered by unnecessary controls."

•

There is one basic premise which perhaps could do with more emphasis, since the constant reiteration of it can only be beneficial. Briefly, it may be stated that television must see to it that it gives no occasion for legislators, do-gooders, holier-than-thous and like individuals and groups to pounce upon the medium as absolutely requiring regulation of one sort or another. Television must be extremely careful not to offer an opportunity to those who are eternally waiting for a mistake. The very fact that the medium is so much a part of the day-to-day life of all of the people, plus the fact that it is surrounded with something of the same aura of glamor which is about the motion picture and its talent., makes of television a wide open target.

It takes care, vigilance, thought and intelligence on the part of those in positions of responsibility and leadership to see to it that the industry's inherent vulnerability is not so exploited by the careless or unscrupulous as to make it the object of unjust, vicious or bitter attention.

We lay no claim to authorship of the phrase, but gladly quote it for its specific application in this situation: "Eternal vigilance is the price of safety."

—*Charles S. Aaronson*

ABC-TV Automotive Sponsorship at Peak

Automotive sponsorships on ABC Television will hit a new peak during the month of October when seven manufacturers are represented on the schedule.

Wednesday, Oct. 1, will start off with two hours of broadcasts sponsored by Detroit firms—"The Plymouth Show," starring Lawrence Welk, and Oldsmobile's "The Bing Crosby Show," an hour-long special program.

Every Thursday during the 1958-59 season, the Chevrolet Motor Division of General Motors presents "The Pat Boone Chevy Showroom." "Dodge Dancing Party" on Saturdays again stars Lawrence Welk, presented by the Dodge Brothers Corporation, Division of Chrysler Corp.

"Maverick," Sundays, 7:30-8:30 P.M., EDT, is sponsored each week by the Kaiser Companies. Willys Motors, Inc., Kaiser subsidiary, manufactures the Jeep. During the month of October, Buick Motor Division, General Motors Corporation, and the Ford Division, Ford Motor Co., will also be participating sponsors of ABC Television programs.

Sammy Davis to Make Dramatic TV Debut

Sammy Davis, Jr., makes his television debut in a straight dramatic role when he stars in "Auf Wiedersehen," on "The General Electric Theatre," over CBS Television Network, Sunday, Oct. 5 (9:00-9:30 P.M., EDT). Davis plays Pvt. Spider Johnson, a member of an all-Negro Signal Corps company assigned to post-war duty in Germany.

Others in the teleplay include Ike Jones, Karen Verne, Morris Erby, Charles Swain, Nick Stuart, Clyde Venture. Gisele Verlain, Bill Yetter and Jeanne Bates. "Auf Wiedersehen" was written for "The General Electric Theatre" by Valentine Davies and Kurt Vonnegurt from a story by Vonnegurt, and was directed by John Brahm. The series is produced by William Frye. Ronald Reagan serves as host for the sponsor, General Electric.

NAB Opposes

(*Continued from page* 1)

casters is opposed to any form of pay television that would employ the channels designated now by the Federal Government, or to be designated in the future, for free television. The broadcasters, in taking this position through their Association, naturally are interested in the integrity of their own investments. Primarily, however, they are acting in behalf of the public interest—for it is conceivable that should they use the free channels (in whole or in part) for pay television, their profits would be higher.

'Employ Other Facilities'

"Nevertheless, the Federal Government in establishing a free system of broadcasting in the United States—through legislation and regulation—in effect pledged a free system for the American people, supported by advertising. Broadcasters do not believe that the Government should renege on this promissory note. If there is to be some form of pay television, let it employ facilities other than those that are intended to offer a free service—the allocated broadcast channels."

'International Airport' Set by UA Television

United Artists TV, Inc., has concluded an agreement with Himan Brown for the production, financing and distribution of "International Airport," a filmed series of 39 half-hour episodes starring Lee Bowman as the director of special services at a large airport. The programs will deal with arriving passengers, some famous, others humble but nonetheless interesting and with a heart-warming story to tell.

To Be Filmed Here

The production will get under way shortly in New York City, with on-the-spot location filming.

Bruce Eells, executive vice-president of UA-TV, who made the announcement on Friday, pointed out that the new series is the company's fourth, the others being "The Troubleshooters," the Dennis O'Keefe show and a "Vikings" series.

'Schlitz' to Start

"Schlitz Playhouse," half-hour dramatic anthology series featuring top Hollywood stars, begins its eighth season over the CBS Television Network, Friday, Oct. 10, with Fess Parker starring in "The Hasty Hanging" (9:30-10:00 P.M., EDT). Alternating with the new "Lux Playhouse," "Schlitz Playhouse" is now the oldest anthology drama series on the air.

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MOTION PICTURE DAILY

Concise and to the Point

OL. 84, NO. 64 NEW YORK, U.S.A., TUESDAY, SEPTEMBER 30, 1958 TEN CENTS

ell Received

ara. Message f Confidence eard in N. Y.

xhibitors Hear Weltner escribe New Film Line-up

(Pictures on Page 2)

Approximately 100 circuit executives nd leading independent exhibitors of e metropolitan area yesterday heard escribed Paramount's affirmation of ith in the industry in the form of e largest line-up of multi-million dolr productions that the company has heduled in any year since divesting self of its theatres.

The message, enunciated at a recent ress conference by Barney Balaban, aramount president, was given to the ew York exhibitors by George Welter, vice-president in charge of world les, at a luncheon meeting at the otel Astor. He told his listeners that aramount's goal is the delivery of an unending stream" of "big, important, ictures" for the theatres of the world.

Weltner also took the occasion to

(Continued on page 2)

sk Memphis Tighten ensorship of Films

Special to THE DAILY

MEMPHIS, Sept. 29. – Youth uidance Commission has asked ayor Orgill and the City Commision to tighten up on censorship of ovies. The commission suggested e censorship board be enlarged and ade more effective.

Police Chief Macdonald, in a talk YGC, said police had had many omplaints about undressed women in urrent films—"Adam and Eve," "La arisienne" and "Liane, Jungle Godess."

eet Today on British onetary Pact Renewal

From THE DAILY Bureau

WASHINGTON, Sept. 29. – Ralph etzel and Griffith Johnson, Motion icture Export Association vice-presdents, arrived here today from New ork to negotiate a renewal of the

(Continued on page 7)

Court Action Threatens Telecast Of Football Game in Michigan

Special to THE DAILY

DETROIT, Sept. 29.—Plans of three local theatres and others in five Michigan cities to present a closed circuit telecast of the Michigan State-University of Michigan football game on Oct. 4 ran into a snag today when State Representative John J. Fitzpatrick obtained a court order to restrain the proposed showing.

A temporary injunction against the telecast, signed by Judge Theodore Bohn of the Wayne County Circuit Court, names the Fox Royal and Wyandotte Theatres here, both universities, the Michigan State Board of Agriculture, which governs Michigan State University, and the University of Michigan Board of Regents.

It is believed the suit can eventually be thrown out on jurisdictional grounds inasmuch as the three thea-

(Continued on page 2)

Mobile Lifts Tax on Theatre Admissions

Special to THE DAILY

MOBILE, Ala., Sept. 29. – A city amusement tax that yielded approximately $60,000 annually has been repealed by the Mobile city commission, effective Oct. 1. The tax, in effect since 1942, levied a 5 per cent rate on all amusement enterprises except motion picture theatres, which were taxed at 3 per cent on admissions.

Acting Mayor Charles Hackmeyer and Mayor Designate Henry R. Lusher said the commission had pledged to lift the amusement tax if a new source of revenue was found. July 1, the commission imposed a one-cent sales tax and this now covers the amusement enterprises, it was explained.

Rogers Hospital Chest X-Rays Popular Here

Industryites in New York responded in large numbers yesterday to the invitation to receive free chest x-rays under the auspices of the Will Rogers Memorial Hospital. Up to 4:30 yesterday afternoon 881 persons had

(Continued on page 7)

Keep B-B Campaign, Mich. Allied Urges

Allied Theatres of Michigan "definitely do not want the National Business Building Campaign to be abandoned," Milton H. London, president, has advised Abe Montague and Ernest G. Stellings, co-chairmen of the executive committee for the campaign.

In a letter to the co-chairmen, London said that he made an appeal to last week's Michigan Allied convention that exhibitors support the campaign "by sending in their contributions immediately."

In addition, he said, "I will at-

(Continued on page 7)

REVIEW:

The Barbarian and the Geisha

20th-Fox—CinemaScope

So many off-the-beaten-track elements are in John Huston's "The Barbarian and the Geisha" that it is difficult to speculate how broad an audience appeal it will have. This much can be said with due assurance, however: it has an unusual theme that is developed within an absorbing and fascinating story. Here is that "something different" picture beyond any doubt.

First of its major deviations is the unconventional casting of John Wayne as the "barbarian" of the title—the real-life character of U.S. Consul General Townsend Harris, who in 1856 was the first diplomat accredited to Japan by any western power in over two centuries. Obviously this is a type of role quite different from the two-fisted adventurer

(Continued on page 7)

No Cash Involved

Bertero Tells NT's Plan for AcquiringNTA

Will Make an Offer for Exchange of Securities

By SAMUEL D. BERNS

LOS ANGELES, Sept. 29. Pointing up National Theatres' objectives "to secure additional earnings for stockholders by diversification in related fields of entertainment," John B. Bertero, who assumes the presidency of the company on Wednesday, called attention to the foreseeable acquisition of National Telefilm Associates, Inc., as the most ambitious undertaking in the company's history, at a press conference this morning in NT's executive offices here.

Joined at the meeting by Elmer

(Continued on page 7)

Book 'Ones' in Texas; Grosses Still Big Here

United Artists announced yesterday it plans to test southern reaction to the controversial Stanley Kramer film, "The Defiant Ones," by booking the interracial drama in Texas. The film will open at the Majestic Theatre, San Antonio, on Oct. 9 and at the Majestic Theatre, Dallas, on the 16th.

Meanwhile the picture has reg-

(Continued on page 7)

Industry Leaders Invited To Party for Rockefeller

The Amusement Industry Committee for Rockefeller, which is backing Nelson A. Rockefeller, Republican candidate for governor of New York, in the coming election, will be host to industry leaders at a cocktail party at the Metropolitan Club here on Thursday. Heading the committee are Spyros P. Skouras, president of 20th Century-Fox; Gus Eyssell, president of Rockefeller Center, Inc., and chairman of the board of Radio City Music Hall, and Ned E. Depinet, former president of RKO.

PERSONAL MENTION

DARRYL F. ZANUCK, producer of "The Roots of Heaven," will return to New York tomorrow from Europe.

•

Harry C. Arthur, Jr., chairman of the board of Southern California Theatre Owners Association, will arrive in New York on Sunday from the Coast.

•

Leslie Norman, British director, will return to London from New York tomorrow via B.O.A.C.

•

Ilya Lopert, president of Lopert Films, and Mrs. Lopert will return to New York today from Europe aboard the "United States."

•

Calvin C. Leeder, manager of branch operations for Rank Film Distributors of America, will return to New York tomorrow from Philadelphia and Washington.

•

Charles Simpson, vice-president of Capital Releasing Corp., Atlanta, has left there for Tennessee.

•

Sid Greenhaus, production director of "Film Graphics," has returned to New York from Detroit.

•

Morton DaCosta, director of stage and screen versions of "Auntie Mame," has left New York for Europe.

•

Romain Gary, French consul general in Los Angeles, who wrote the novel, "The Roots of Heaven," will arrive in New York from the Coast this week to attend the world premiere of the 20th Century-Fox film at the RKO Palace Theatre on Oct. 15.

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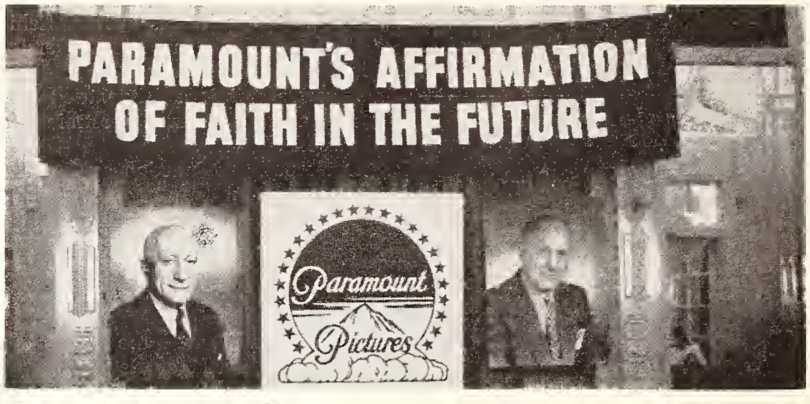
THE AFFIRMATION is a story, in slides in color, of stars and pictures, of money and effort, explained personally by worldwide sales manager George Weltner, left above. A story he will tell in many other cities. See below . . .

M. P. DAILY pictures


PARAMOUNT'S AFFIRMATION OF FAITH IN THE FUTURE
Paramount Pictures

Weltner Stresses Confidence

(Continued from page 1)

dismiss as "baseless and completely absurd" a rumor that Paramount "is engaged in or contemplates the practice known as liquidation."

"It is true," he said, "that the company did sell off some assets. The record will show, however, that Paramount did not dispose of a single item that could have been considered essential to Paramount's continuing future as a major producer and distributor of motion pictures.

"Actually, the sale of a limited number of non-essential assets has resulted in a flow of fresh capital into the company—capital which gives Paramount the added financial stability so vital and necessary to back up our program of more multi-million dollar-plus pictures than ever before."

Weltner's statement was applauded by the meeting.

'I Was Wrong,' Says Brandt

Harry Brandt, head of the Brandt circuit and president of Independent Theatre Owners Ass'n. of N. Y., rose to say he was one of those who believed that Paramount was committed to liquidation.

"I admit now I was wrong," he said, "I feel extra expenditures for fixing up our theatres further and for selling these fine attractions are fully justified. Let's go forward together."

"Paramount's future is in the theatre with you," Weltner told the exhibitors. The gathering was called at Balaban's suggestion, and was one of more than 100 similar meetings which Paramount sales executives will hold in all parts of the world as a means of spreading Balaban's message of confidence and optimism to all corners of the industry.

Weltner listed 29 of Paramount's forthcoming big-scale pictures for 1959 that are completed or in various stages of production, and said, "each and every one of them is an individual affirmation of Paramount's faith in the future of the motion picture and the motion picture theatre." Balaban, at a press interview in New York in August, disclosed that next year the company would release at least 20 pictures of multi-million dollar caliber.

Weltner's address was illustrated with projected slides.

'No Budget Limitations'

The Paramount distribution chief said there will be "no budget limitations on any Paramount production which can justify its investment," and that the company's merchandising of its pictures will be backed up "with momentum, with manpower and with money."

Introduced by Hugh Owen, vice-president of Paramount Film Distributing Corp., who was chairman of the luncheon-meeting, Weltner began his address by reviewing Balaban's expression of faith in the future of t film industry and the circumstan that surrounded it. He took note of t "flood of favorable reaction" to t company president's statement, a observed that they had given a "t mendous lift to industry mor around the world."

"The net result is a company w no pressing fiscal problem; a compa with no internal problem; a compa that is regarded in Wall Street 'the management company' whose curities are selling at the highest pr in its history; a company whose pre dent and whose management can a are devoting 100 per cent of th energy to the production of the ki of pictures that you want, we wa the public wants and that the mar will support."

"What all of us must do," Welt said in conclusion, "is to bring to b the full all-out force of our busin ability, our artistic talents and m chandising know-how.

"We are all in this tremendous fort together," he told his audien "in partnership—a full partnership."

Court Action

(Continued from page 1)

tres are the only defendants locat in Wayne County.

Fitzpatrick, along with State Sen tor Harold M. Ryan has long been foe of pay-TV. Some years ago th picketed a downtown Detroit theat which was showing a TV screenin of a U of M game. Ryan sponsored state law which says no state i stitution "shall enter into contract f televising any of its programs, affai or events" which "are to be used entertainment for which a fee charged."

The plaintiff contends it is unju to ask Michigan taxpayers to pay see games on TV played by instit tions they support.

'Yankees' Big Here

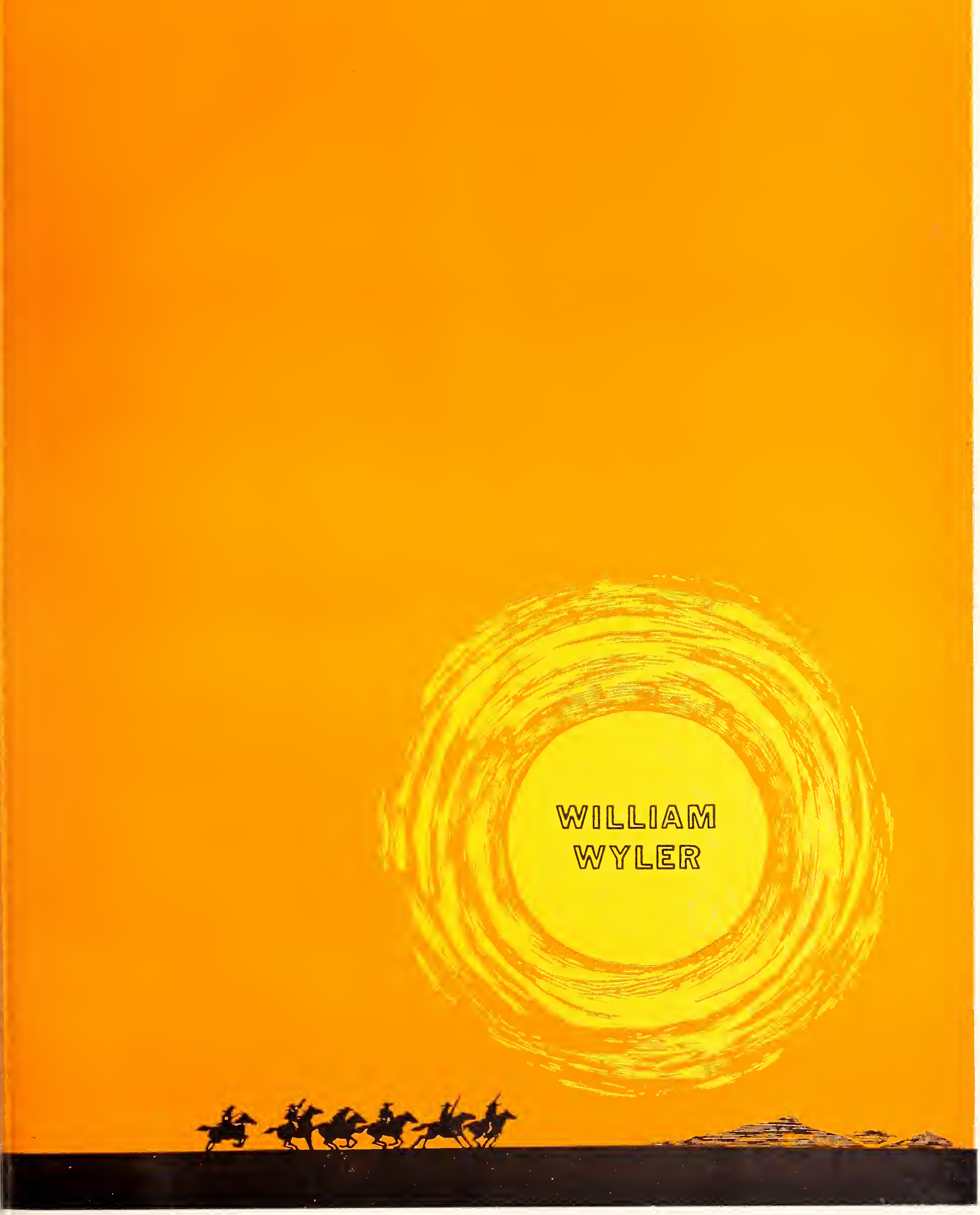
Warner Bros.' "Damn Yankees" registering one of the highest gross in the history of the Roxy Theat here, it was announced by Robert Rothafel, executive director of t theatre, yesterday. The film, whi opened Friday, brought in $62,9 in its first three-day weekend, throu Sunday night. It is estimated the gr will hit over $100,000 for its first f week.

Correction

In a story on the return of the Ro Theatre to a stage show and film p icy in Motion Picture Daily yest day, Leon Brandt was inadverten identified as Leon Roth. Brandt is vice-president of Roxy Enterpris Corp., new company now operati the theatre, and handled publicity the Roxy when it was under lease National Theatres.

MOTION PICTURE DAILY. Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Floyd E. Sto Photo Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager, TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Vinc Canby, Eastern Editors. Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; Telephone HOllywood 7-2145; Washington, J. A. Otten, National Press Club, Wa ington, D. C.; London Bureau, 4, Bear St. Leicester Square, W. 2. Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefel Center. New York 20, Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-Pre dent and Treasury; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 times a y as a section of Motion Picture Herald; Television Today, published daily as a part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fame. Entered as sec class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign. Single copies, 1

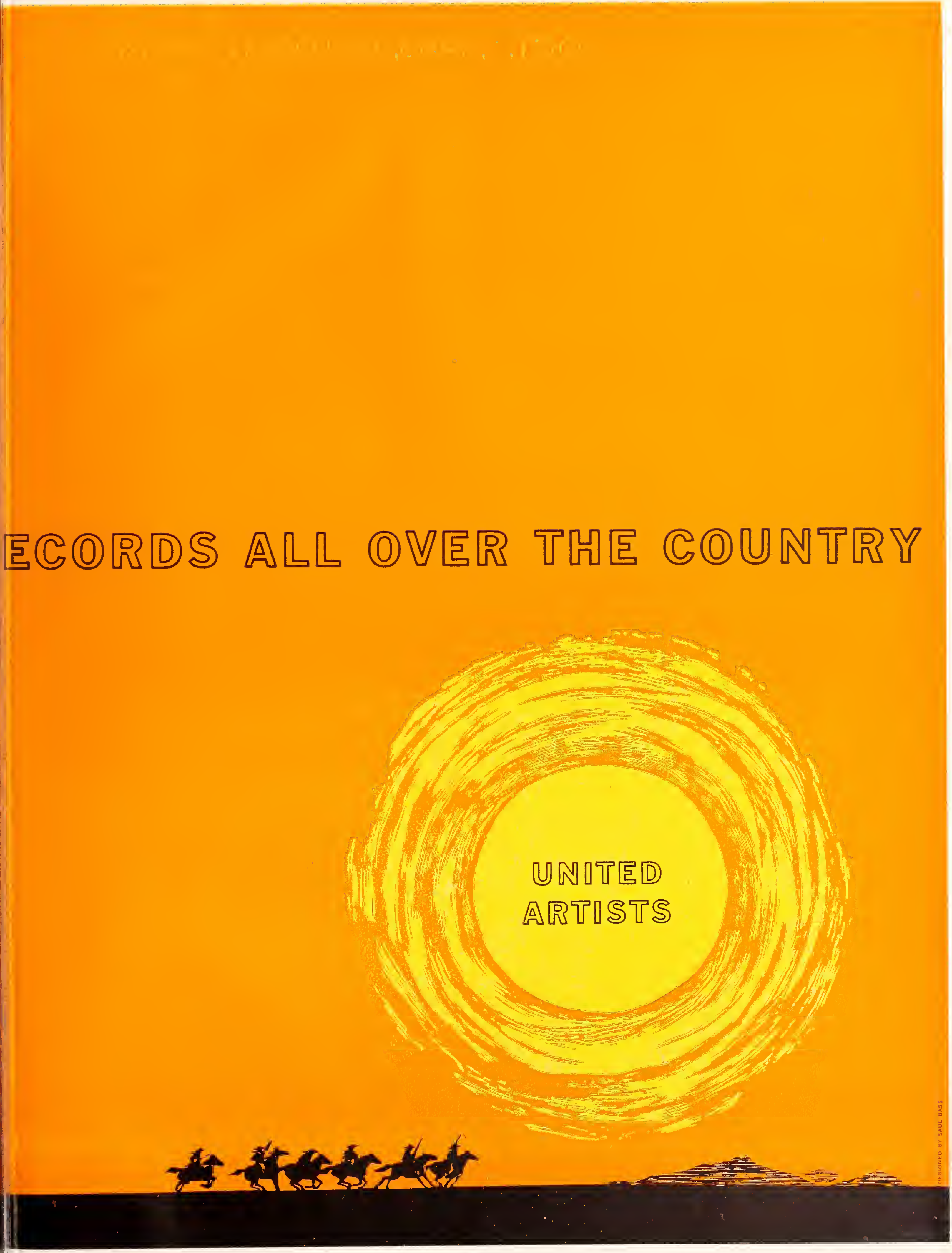
'THE BIG COUNTRY' OCT. 1, 1958, ASTOR THEATRE, N. Y.



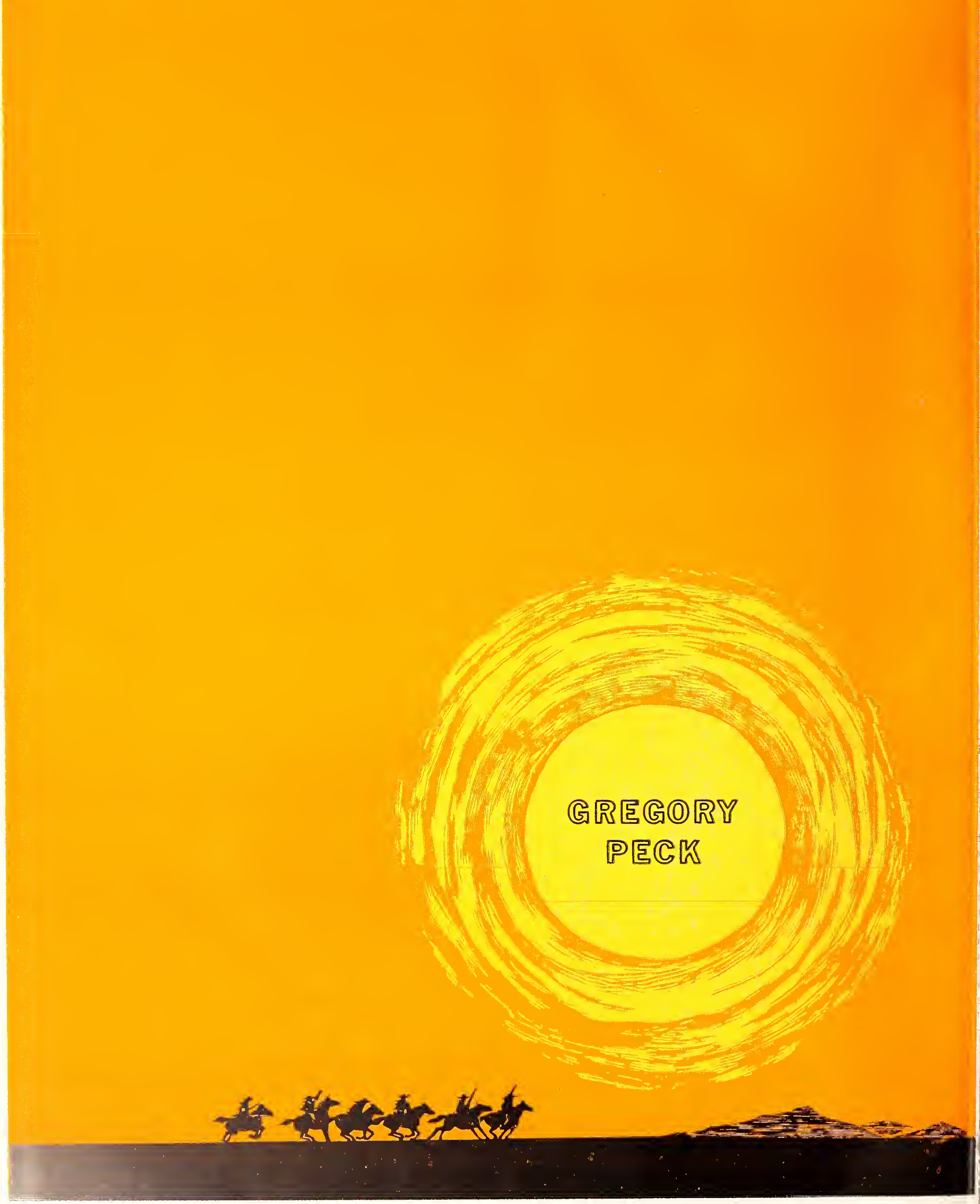
'THE BIG COUNTRY' OCT. 1, 1958, ASTOR THEATRE, N. Y.

'THE BIG COUNTRY' IS SMASHIN

UNITED ARTISTS


ECORDS ALL OVER THE COUNTRY
UNITED ARTISTS
DESIGNED BY SAUL BASS

'THE BIG COUNTRY' OCT. 1, 1958, ASTOR THEATRE, N. Y.



Bertero Tells

(*Continued from page* 1)

hoden, new chairman of the board, pencer Leve, vice-president of National Theatres Amusement Corp. in harge of theatre operations; Alan lay, vice-president and treasurer; B. erald Cantor, chairman of the excutive committee of the board of irectors, and Charles Glett, vice-resident in charge of television operations, Bertero referred to them as is teammates with a "unity of proection," and stated there would be no hange in the present management tructure upon acquisition of NTA.

It was further pointed out that acuisition of NTA, subject to acceptnce by stockholders of both comanies, will be made under an exhange of securities, with no cash nvolved. A letter to NT stockholders, ated August 19, 1958, signed by hoden, was introduced containing he following pertinent information:

"National Theatres proposes to make n offer to holders of common stock f National Telefilm Associates to acuire their shares on the basis of an xchange of $11 subordinated debenure principal amount and a warrant o purchase one-quarter share of your ompany's share for each share of ommon stock of National Telefilm ssociates. It is proposed to make an ffer to all holders of common stock f NTA and to make an equivalent ofer to all holders of warrants and ptions to purchase such stock.

To Mature in 15 Years

"The proposed subordinated debenures to be issued by National Theares will carry an interest rate of five nd one-half per cent, requiring sinkng fund payments, and will mature t the end of 15 years.

"Fifteen-year warrants for the urchase of one-quarter share of your ompany's stock will provide for an nitial exercise price of one dollar elow the market price on the day rior to making the offer, except that f the market price is less than $9.50 er share, the initial warrant exercise rice will increase one dollar per year luring each of first 10 years."

The proposed offer is to be conlitioned upon obtaining at least 51 er cent control of NTA. Cantor ointed out that NT would not lose ontrol if the merger of interests is onsummated with NTA, since there vould be a maximum of 450,000 warants earmarked for the transaction, nd NT has slightly under 2,700,000 hares.

Bertero, who will also continue as resident of Fox West Coast Theares, viewed the need for exhibitor inerests to expand into television, stating that "we cannot solely aim for theatre returns."

Minimizing the competitive threat of television, Bertero held that the younger generation accepts TV as a medium which has been here a long time, and then remarked that "family life is such that when they get surfeited with what is available in the home, they want to go out. People are gregarious."

Questioned on pay-TV, Bertero spoke of the variables and uncertainties as to when and how it will get off the ground, and reported NT severed relationships with Telemeter when the Los Angeles ordinance for a pay-TV franchise was rescinded.

The Barbarian and the Geisha

(CONTINUED FROM PAGE I)

Wayne ordinarily plays. Tact and patience are the hero's foremost qualities instead of the ability to triumph in a rousing brawl. Once in a while one gets the impression in this picture that the actor feels he could cut through all the quibbling over diplomatic red tape in two seconds if somebody would only hand him a knife.

Second of the film's notable departures from the norm is its treatment of romance. The geisha of the title is a beautiful girl hired by the Japanese to spy on Harris in his home when he first arrives in the country. In spite of initial suspicions on either side, the two soon become fast friends. But their relationship never proceeds beyond the platonic—not even to the point of a brief embrace. And Eiko Ando, by the way, is something exquisite to see in the geisha role.

Third in this film's list of distinctions is the use that director Huston has made of the scenery photographed (in CinemaScope and color by De Luxe) on location in Japan. Many exotic sights are recorded throughout the picture—colorful festivals, ceremonials, processions and the like in addition to the natural beauties of the countryside. All these are skillfully integrated into the film as a whole. Huston never stops his story for the camera to take an extended scenic tour or watch the local customs just to pass the time.

And it is this strong emphasis on story—to the extent of refusing to compromise by introducing any extraneous action—that gives "The Barbarian and the Geisha" its greatest substance. As depicted in the script of Charles Grayson (from a story by Ellis St. Joseph) Harris is a man with one aim in view—persuading the Japanese rulers to give up their policy of isolation and specifically to sign a commercial treaty with the U.S. To these purposes both the character and the film strictly adhere.

At the end Harris achieves his mission, but the accomplishment of it is difficult and filled with conflicts, which are mostly contests of wills.

This is not to say there are no action elements in this picture in the conventional sense. When appropriate, such is supplied. Large sections of the port of Shimoda are burned down when cholera strikes to provide much excitement on the screen. And two other episodes make for striking spectacle—the long trek by Harris and Japanese attendants from Shimoda to Yedo and his reception at the lavish court of the shogun in the latter city.

But the major action revolves around duels of wits that the diplomatic hero must wage to convince the reluctant Japanese to recognize there is a world outside with which they should come to friendly terms. And under Huston's direction these various crises—though generally more verbal than physical in expression—acquire intensity and keep the spectator in a state of suspense.

Other assets of this picture include a fine supporting performance by So Yamamura as the arrogant Japanese governor who does all he can to send the American diplomat packing his bags and another by Sam Jaffe as companion and interpreter for the hero. Hugo Friedhofer has provided a flavorful musical score. Eugene Frenke produced.

To repeat, "The Barbarian and the Geisha" is an intriguing, off-beat show.

Running time, 105 minutes. General classification. Release, in October.

Richard Gertner

Mich. Allied

(*Continued from page* 1)

tempt to get Detroit exhibitor leaders to meet to explore the possibilities of making a sizeable contribution to the campaign at this time."

Detroit exhibitors have banded together to run a successful localized campaign of their own, London explained, citing their preoccupation with the local effort as the main reason that Detroit had not acted sooner on the national campaign.

Coincidentally, the co-chairmen reported, United Detroit Theatres sent in a sizeable contribution to the national campaign, which they received late last week.

British Pact

(*Continued from page* 1)

film remittance agreement with the British negotiating team tomorrow.

It is expected the current agreement will be renewed for one year without major changes, but there was said to be some possibility the talks might continue tomorrow despite the absence of any known important differences. The British team is headed by Sir David Eccles, president of the Board of Trade, and Sir Frank Lee, undersecretary.

Barney Balaban, Paramount Pictures president, and Spyros P. Skouras, 20th Century-Fox president, will be in Washington tomorrow night to attend a state dinner and screening for the British delegation at MPAA headquarters here.

Book 'Ones' in Texas

(*Continued from page* 1)

istered the biggest 5-day, non-holiday gross for a United Artists release at the Victoria Theatre here with a huge $34,905, and also broke a five-year record for the Broadway showcase, UA said yesterday. The New York gross parallels the record openings in Philadelphia where the film set a three-year-mark of $18,250 for the first three days at the Stanton Theatre, and in Boston, where the three day total of $19,527 matched the best business rolled up at the Memorial Theatre in five years.

Rogers Hospital

(*Continued from page* 1)

visited the x-ray room set up in the Hotel Astor.

The free examinations will continue through Thursday. Abe Montague, president of the hospital, expects the heavy response to continue through the next three days. There was a waiting line prior to the 9 A.M. opening yesterday.

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FLASH! **BREAKING ALL RECORDS** at Exeter, Boston!

FLASH! **5TH BIG WEEK** tops blockbusting 2nd, 3rd, and 4th weeks at Odeon and Fine Arts, N.Y.!

FLASH! **HELD OVER** at Keith, Washington after super-sensational first 2 weeks!

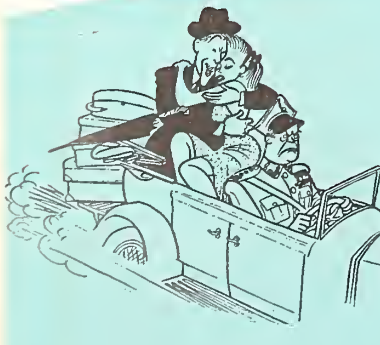
FLASH! **3RD GREAT WEEK** at Randolph, Philadelphia doing tremendous business!

FLASH! **HOTTER THAN HOT** in resort areas! Atlantic City! Falmouth, Ellenville! etc.

DANNY KAYE · CURT JURGENS
NICOLE MAUREY

ME AND THE COLONEL

with
FRANCOISE ROSAY · AKIM TAMIROFF · MARTITA HUNT · ALEXANDER SCOURB
Screen Play by S. N. BEHRMAN and GEORGE FROESCHEL · Produced by WILLIAM GOET
Directed by PETER GLENVILLE · A COURT-GOETZ PICTURE



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